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Restaurant Business®
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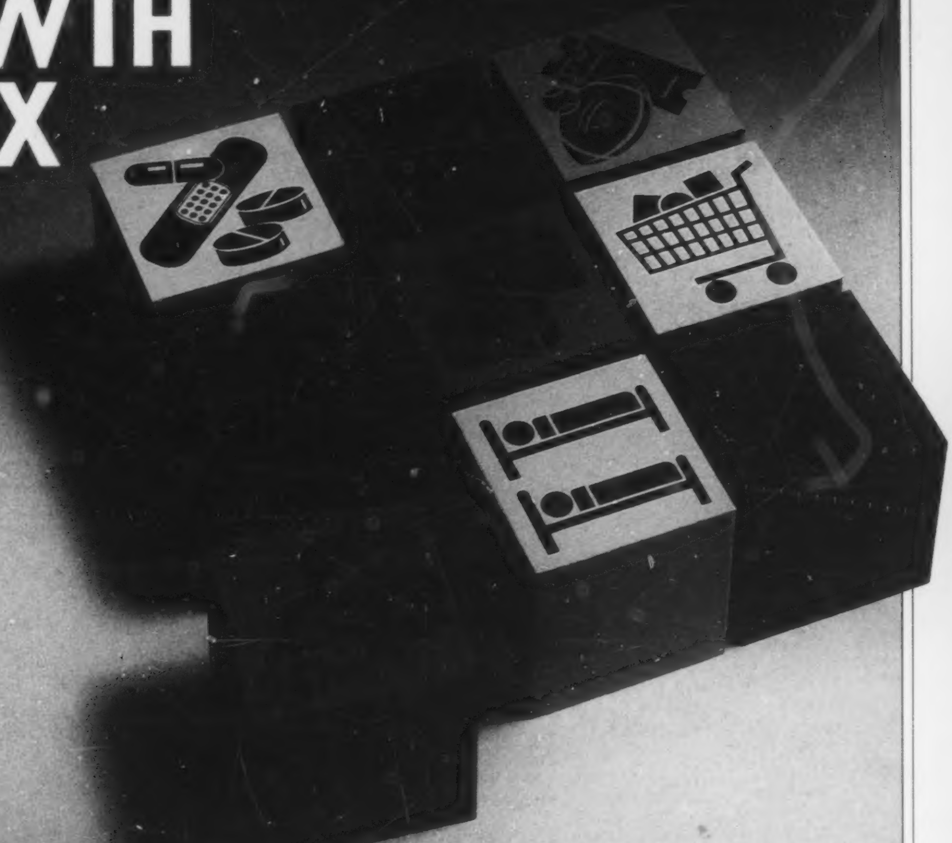
SEPTEMBER 20, 1988

21ST ANNUAL
RESTAURANT GROWTH INDEX

PAGE 71



- MAJOR MARKET SEGMENT TRENDS
- FIVE-YEAR FORECASTS
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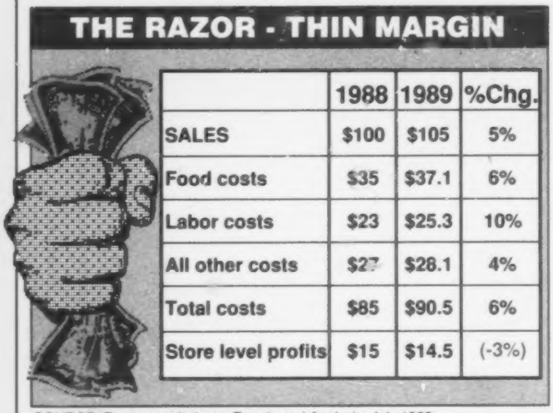
- MARKET RANKINGS

BUSINESS BAROMETER

The Hard Facts Shaping Our Industry

By Howard Riell

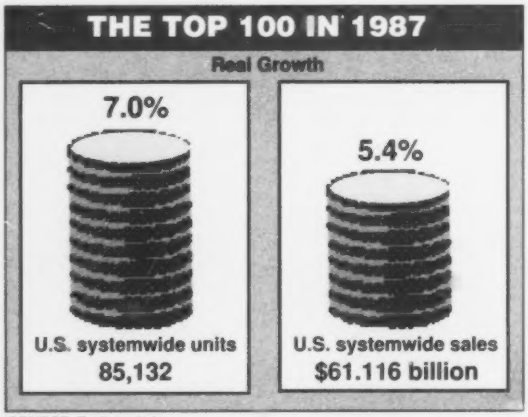

THE RAZOR - THIN MARGIN

	1988	1989	%Chg.
SALES	$100	$105	5%
Food costs	$35	$37.1	6%
Labor costs	$23	$25.3	10%
All other costs	$27	$28.1	4%
Total costs	$85	$90.5	6%
Store level profits	$15	$14.5	(-3%)

SOURCE: Restaurant Industry Trends and Analysis, July 1988, Montgomery Securities

Food and Labor Costs Could Pinch Profits

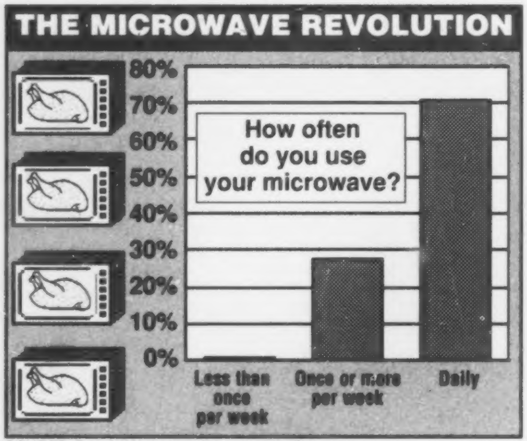
With food cost inflation predicted at 5% to 7% through 1989, and labor costs expected to rise 5% to 15% with the enactment of new minimum wage legislation, operators should brace themselves for slimmer margins, according to a recent report by Montgomery Securities in San Francisco. Even with a menu price increase of 5%, operators would face a 3% decline in profitability at the end of a year. And, as the report points out, "it would be difficult for most restaurant companies to raise prices more than 5% without experiencing an erosion in customer traffic."



SOURCE: Technomic Inc.

1987 Growth Termed Respectable

Sales growth among Technomic's Top 100 restaurant companies was "respectable" last year, as opposed to "sluggish" in 1986, according to the company's 1988 Update and Analysis. The Top 100 also increased their share of separate eating place sales by 0.1%, to 49.5%. Unit growth once again outpaced sales growth; by the end of 1987, the Top 100 operated 85,132 stores, up 5,548, or 7%, over 1986. While the largest sales increase belonged to McDonald's ($1.04 billion), the largest unit increase was generated by Milford, CT-based Subway Sandwiches & Salads (819 units).



SOURCE: Parade Magazine - What America Eats. Conducted by Mark Clements Research Inc., 1988

Microwaves: Threat or Opportunity?

Seventy-five percent of Americans surveyed for *Parade* magazine's attitudinal study, "What America Eats," own microwave ovens—and what's more, they're using them. Often. Among more than 2,000 respondents nationwide, a microwave is used an average of 6.2 times per week; more than 70% of respondents use the oven daily; and only about 1% use it less than once a week. Savvy operators who sell take-out foods would do well to take note: More than 50% of respondents buy food specifically for use in the microwave, especially items with microwave instructions.

CHARTS DESIGNED BY SHARI FANG

RESTAUR[illegible]T BUSINESS

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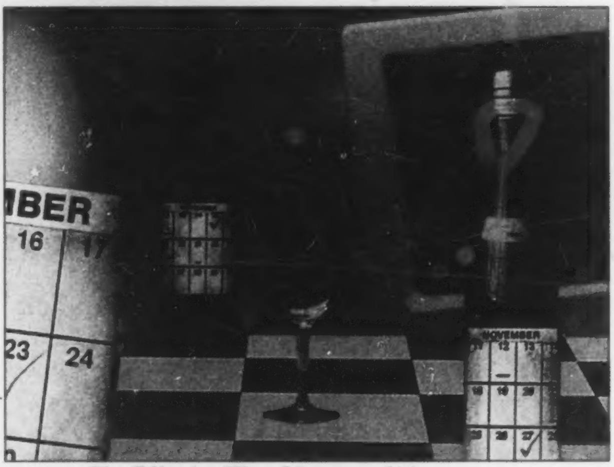

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Cover Story

RESTAURANT GROWTH INDEX. *The 21st Annual Restaurant Growth Index is* Restaurant Business' *exclusive state-of-the-industry analysis. Presented in two sections—market segment reports and statistical tables—the Restaurant Growth Index functions as a complete tool for evaluating the potential of both industry segments and geographic markets. Included are reports on trends and sales performance within the eight major market segments—separate eating and drinking places, hotel/motel, transportation, leisure, retail, business and industry, student, and health care—as well as a comprehensive package of statistical information, grouped by Metropolitan Statistical Area (MSA) and Area of Dominant Influence (ADI) of a television channel* **71**

Food and Beverage

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INDEPENDENT **PANO'S & PAUL'S.** *After establishing an excellent reputation in all of its high-ticket restaurants—Pano's & Paul's, The Fishmarket, 103 West, and Capriccio Ristorante—the Buckhead Life Restaurant Group is entering the casual market to broaden its clientele and create higher-volume eateries* **260**

Cover photograph by Ken Schroers

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RB INSIDER

SUBWAY *is opening units as quickly as it can under president and founder Fred DeLuca. And he says it's not slowing down, averaging 20 to 24 new unit openings a week* 20

The **HEALTH DEPARTMENT** *scandal that rocked New York City last March with reports that inspectors were extorting hundreds of thousands of dollars from restaurant owners is back in the headlines again. A new round of FBI raids netted another 15 inspectors and consultants who were allegedly taking bribes of up to $5,000 to overlook restaurants' health code violations or threatening operators with trumped-up charges if they failed to fork over cash* 24

Samuel H. Maw, 54, recently named president of the La Mirada, CA-based **DENNY'S** *division of TW Services Inc., will continue with his successful, low-key management style. Maw, whose division includes the 1,200-unit Denny's family restaurant chain, 120-unit El Pollo Loco, and 780-unit Winchell's Donut House, is a man who doesn't believe in heroes—and certainly doesn't want to be one* 26

SPECIAL OFFER

Restaurant Business now has available specially prepared reprints of the **1988 RESTAURANT GROWTH INDEX** and the **1988 MAJOR FORCES IN FRANCHISING.** These annual studies are invaluable reference tools.

The reprints are available for $5 per copy. Direct orders and inquiries to: Editor Peter Berlinski, *Restaurant Business* Magazine, 633 Third Avenue, New York, NY 10017.

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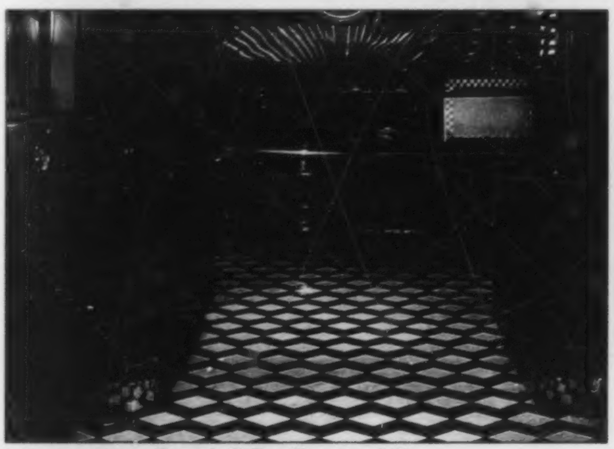

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BOUDIN
SOUR DOUGH
FRENCH BREAD

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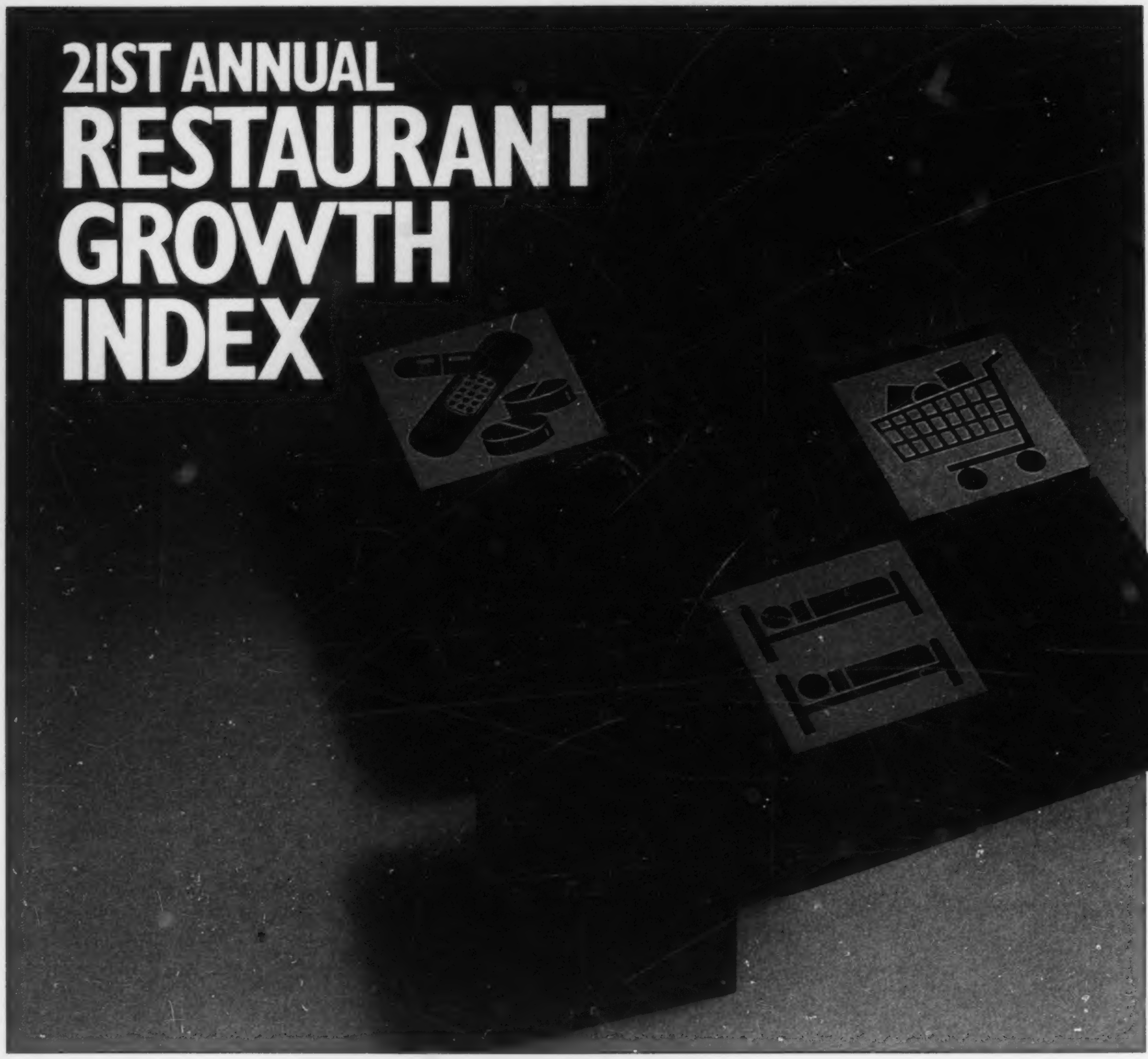
RESTAURANT BUSINESS **COVER STORY**



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Every September for the past 21 years, *Restaurant Business* has presented the Restaurant Growth Index (RGI), an exclusive "state-of-the-industry" report. As in the past, this analysis contains two types of information. Part I focuses on the eight major market segments—separate eating & drinking places, hotel/motel, transportation, leisure, retail, business and industry, student, and health care—providing trend information and hard data on sales growth and five-year sales forecasts. Part II encompasses profiles of the nation's 318 Metropolitan Statistical Areas (MSAs) and 212 Areas of Dominant Influence (ADIs) for a television channel, including information on sales, population, and unit counts, as well as ranking tables. For the first time, the RGI report also features data on Effective Buying Income (EBI) per capita.

21ST ANNUAL RGI

INDUSTRY SUMMARY

GROWTH IS SLOWING BUT THERE IS STILL PLENTY OF OPPORTUNITY IN SELECTED SEGMENTS AND NICHES.

The next five years will not be easy ones for a maturing foodservice industry. Many markets are already overdeveloped, competition from convenience and grocery stores will become even more acute, and consumer spending patterns are clearly headed toward more fundamental needs like housing. The economy isn't helping, either; the five-year compound growth rate for real GNP is a modest 3%. Meanwhile, costs are rising for operators at a time when it's hard to raise menu prices, putting pressure on profits.

The signs of the industry's maturation are apparent in other ways, too. Growth has slowed substantially; the business has become more promotion-driven; new products are crucial to increasing sales; prime locations are more critical though less simple to secure; and advertising expenditures, though rising, aren't used as efficiently due to saturation. While some of these issues relate more to restaurant chains than independents, their total effect on foodservice concerns everyone.

Competition from convenience and grocery stores has especially affected fast-food and family restaurants. For instance, take-out expenditures are increasing as the numbers of single-person and dual-income households grow. Convenience stores hope to capture these take-out dollars, and are in many cases succeeding. In time, however, grocery stores will offer the most competition to eating places where these consumers are concerned. They are powerful entities—well located, very large, and acutely aware that their share of the total food dollar is shrinking.

Increasing costs of housing, automobiles, and other major consumer goods are eating into disposable income. The proportion of disposable income spent on food has declined sharply recently, especially in grocery and food stores. Real disposable income will only show a 2.5% compound annual growth rate between 1987 and 1992.

Increasing costs are an especially difficult problem. Raising prices to offset rising costs isn't easy when price becomes a key selling point for getting customers in the door. Foodservice operators will realize rising costs in labor as well, due to a shortage of workers and increases in the minimum wage. Food costs—long the saving grace in foodservice's fight to maintain profit margins—are experiencing an immediate rise due to 1988 drought conditions. Rising food costs through 1989 will further erode profit margins.

In fact, consumers have demonstrated great resistance to price increases. Consumers have taken on considerable debt to buy homes, cars, and other capital goods; debt is on the increase.

WINNERS AND LOSERS. The biggest percentage winners in foodservice continue to be convenience food stores and gasoline service stations that sell meals and snacks. RGI's *Convenience Stores* will grow at a compound annual rate of 17.2% nominal growth or 12.4% real growth up to 1992.

In the retail market, *Other Specialized Retail Stores* is another winner, with 9.9% nominal compound annual growth and 5.4% real growth, largely fueled by increased sales at grocery stores. *Transportation*, with nominal growth

Industry Real Growth Summary	1986 % Real Growth Rate	1987 % Real Growth Rate	1987 - 1992¹ % Real Compound Annual Growth Rate
TOTAL MARKET	3.0	2.8	3.2
Commercial/Contract	3.3	3.2	3.4
Institutional/Internal	0.4	0.5	1.1
Military	1.5	1.3	1.7
MAJOR MARKET SEGMENTS: **Eating & Drinking Places**	3.2	3.0	3.1
Eating Places	3.4	3.1	3.3
Full Menu Restaurants	2.2	2.3	2.8
Limited Menu Restaurants	5.1	4.1	3.9
Hotel/Motel Market	2.4	3.4	3.2
Transportation Market	7.6	7.1	6.8
Leisure Market	1.6	1.9	1.9
Retail Market	9.8	7.6	8.7
Business & Industry Market	0.4	1.3	2.1
Student Market	1.1	1.0	1.1
Health Care Market	0.4	0.8	1.3

1. Wholesale food price index will increase at 3.67% compound annual rate for the five years 1987-1992. This is due, in part, to the drought of 1988. This is a bit higher than the 3.30% rate for 1986-1991 and the 2.41% rate of 1985-1990. Menu prices will increase at a 4.24% compound annual rate for the five-year period 1987-1992. This is a narrow band of values with 1986-1991 at 4.36% and 1985-1990 at 4.22%.

of 10.9% and real growth of 6.8%, is also gaining. And, at 7.6%, hotel foodservice will be slightly above the industry's overall growth rate.

At 8.3% compound nominal and 3.9% real growth, fast food is, of course, a potent force in foodservice. However, though the category outpaces overall industry growth, it, too, is slowing considerably. Dominated by large chains, fast food is beset by market share battles among its major players. Even giants Burger King and Wendy's have had their share of troubles lately.

Though the *Business & Industry* market will experience real growth of 2.1% in a five-year period, the category does have some losers. Those with internal feeding facilities will experience a 3.2% decline in real growth between 1987 and 1992, and foodservice operations for waterborne employees will decline 1.7%. On the upside, contract feeding leads the B&I sector, with 4.6% real growth expected in the five-year period.

Health Care and *Student* markets are showing very modest overall growth, with 1.3% and 1.1% real growth, respectively, in the five-year period. Colleges and universities with internal feeding will show a 0.6% decline in real growth, while those with contract services will show a 3.4% real increase. The health care market will show positive results across the board.

All in all, there are no major growth factors to propel the industry forward. However, as is often the case, well-run operations with viable concepts can still expect to find opportunities for growth that can exceed the overall industry's.

Higher sales can be generated by approaching the data somewhat differently.

If we adjust our figures to reflect the higher sales values generated by the addition of military troop feeding and school foodservice commercial equivalents, and additional volume in vending not now included, we would show foodservice industry sales of $221.5 billion in 1987, an increase of $21.9 billion, or 1.0% more than base estimates.

In our view, these adjustments are not valid because they produce a result that is, in turn, inflated (by military and school feeding) and not comparable (candy sales are not included in the Census of Retail Trade's merchandise line for meals and snacks, or nonalcoholic beverages and alcoholic beverages). Vended canned and bottled soft drinks are sold through a restricted wholesale bottler distribution network. Finally, note that purchases do not change when troop feeding and school feeding sales figures are manipulated. The vending purchases would, of course, increase.

This summary was prepared by RBI research and Malcolm M. Knapp, president of Malcolm M. Knapp Inc., New York City. The 1986 sales and purchases data used in this report—covering growth in nine major markets and 40 submarkets—were prepared by Malcolm Knapp under contract with the National Restaurant Association (NRA), Washington, DC. Estimates for 1987, and projections to 1992, were prepared specifically for Restaurant Business.

Foodservice Industry Summary

	1986 Units	1986 Sales ($000,000)	1986[1] Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987[1] Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth: Nominal	1987 - 1992 % Compound Annual Sales Growth: Real
TOTAL MARKET	617,261	187,096	74,753	7.0	199,639	79,164	6.7	286,579	7.5	3.2
Commercial/Contract	444,736	164,507	59,428	7.6	176,223	63,266	7.1	256,498	7.8	3.4
Institutional/Internal[2]	172,269	21,664	13,010	3.0	22,443	13,512	3.6	28,778	5.1	1.1
Military[3]	1,256	925	2,315	5.5	973	2,386	5.2	1,303	6.0	1.7
MAJOR MARKET SEGMENTS:										
Eating & Drinking Places	303,006	129,100	43,323	7.6	137,965	46,035	6.9	198,234	7.5	3.1
Eating Places	270,698	120,124	40,077	7.6	128,531	42,658	7.0	185,909	7.7	3.3
Full Menu Restaurants	126,514	62,301	21,356	6.6	66,164	22,562	6.2	93,489	7.2	2.8
Limited Menu Restaurants	126,125	51,485	16,594	9.1	55,619	17,854	8.0	82,885	8.3	3.9
Hotel/Motel Market	26,385	11,383	3,520	6.4	12,211	3,748	7.3	17,593	7.6	3.2
Transportation Market[4]	432	3,003	1,280	9.8	3,295	1,407	9.7	5,523	10.9	6.8
Leisure Market	19,723	5,212	1,830	5.6	5,514	1,932	5.8	7,464	6.2	1.9
Retail Market	105,650	7,052	2,319	13.8	7,860	2,570	11.4	14,658	13.3	8.7
Business & Industry Market	11,300	10,605	10,270	4.9	11,214	10,754	5.7	15,297	6.4	2.1
Student Market	94,484	9,070	5,261	5.4	9,571	5,479	5.5	12,585	5.6	1.1
Health Care Market	35,960	11,530	5,577	2.1	11,893	5,753	3.1	15,211	5.0	1.3

1. Purchases include all food and nonalcoholic and alcoholic beverages (do not include equipment or supplies).
2. Community center sales and purchase totals. Purchases for penal institutions and for religious orders are shown in Institutional/Internal purchases totals. These segments' sales and purchases are not shown in the detail for the eight major segments.
3. Sales data based on post exchanges and military clubs; purchase data based on post exchanges, military clubs, and troop feeding in the U.S.
4. Sales of terminal facilities and highway (interstate) facilities are included in Eating and Drinking Place sales and should not be added with other major market segments to arrive at total market sales.

NOTE: Full menu restaurant and limited menu restaurant sales are included in eating place sales. Eating place sales are included in eating and drinking place sales and should not be added with other major market segments to arrive at total market sales.

SEPARATE EATING & DRINKING PLACES

COMPETITION IS CREATING SOME DIVERSE CONCEPTS, IN BOTH THE FULL MENU AND LIMITED MENU CATEGORIES.

Today's separate eating and drinking place market is no place for the timid. Restaurant chains and independents alike are wrestling in a climate where neither unit growth nor sales increases are easily attainable. Chains are cutting back on growth plans to concentrate on improving operations, independents are finding even the most modest expansion difficult to achieve, and everybody's trying to build sales volume by stealing somebody else's customers.

"The continuing, increasing competition isn't getting better," says Norman Brinker, chairman and chief executive officer of Dallas-based Chili's Inc., a 145-unit casual dining chain that's managed to maintain steady growth. "You'd better have a very clear image and appeal, or your concept won't work," warns Brinker. "You'd better be flexible and versatile, and you'd better be able to read the market ahead of time."

That about sums up the mood of the separate eating and drinking place market—a market where some other recent developments have made the game even more chancy. For one thing, the drought that parched America's farmlands this summer is likely to increase some food prices. And the labor market isn't getting any better either.

"Every year there is more of a shortage of teenagers, and now there are more units needing workers than ever before," says George Rice, president of GDR Enterprises Inc., a market research firm based in Park Ridge, IL. "That can only increase the cost of labor. That means the cost of food and the cost of labor are going up at a time when value is of crucial importance."

SEARCHING FOR VALUE. Rice is among many who say that today's customer is driven more and more by a search for value. While many consumers are relatively affluent, they are pinched by personal debt and income that isn't growing very much. Discretionary income is tight—and it's getting tighter.

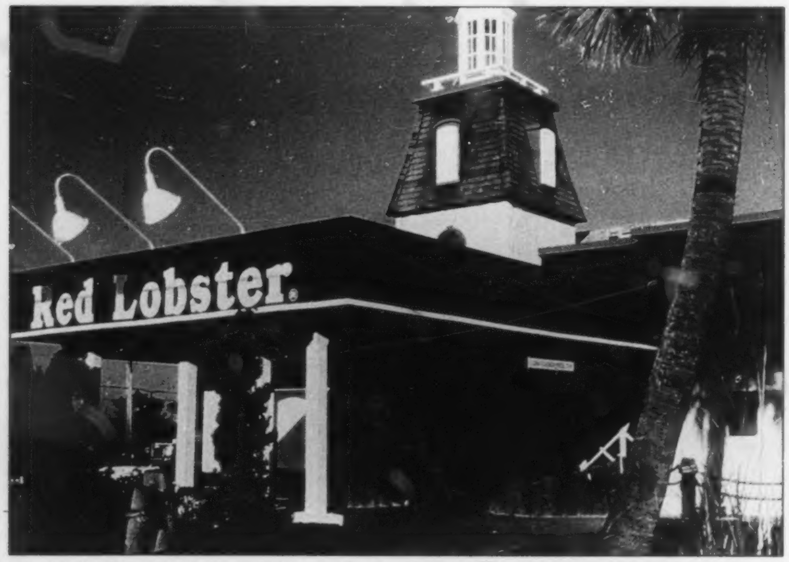
For 18 years, "single non-family households," as demographers call them, were growing steadily. These singles had the time and money to eat out frequently, which is just what they did. In the last 18 months, however, that pattern has changed radically, says Rice. Families with children are growing in number, and their needs are far different from singles'. For one thing, their money has to go considerably further, and their leisure time is substantially diminished.

To complicate matters further for operators, the cost of attractive real estate has gone sky-high, endangering return on investment for restaurants opening in choice locations.

"Restaurants must have extremely high volumes to make these sites work," says Chili's Brinker. "If real estate costs keep going up, expansion will be impossible. I think we're beginning to see that already."

BUYING OPPORTUNITIES. But out of such challenges grow new opportunities, and many players are proving that there are some niches left to exploit. Because of the scarcity of good locations and the plenitude of competitors, large chains are increasingly opting to buy the competition rather than expand by building new units. For example, Red Lobster, the seafood dinner-house division of General Mills Restaurant Group, is rapidly establishing a strong presence in California by converting 28 Seafood Broiler restaurants, purchased earlier this year, into Red Lobsters.

In fact, merger and acquisition activity has been intense over the past 12 to 18 months. In addition to Red Lobster's acquisition of Seafood Broiler, other notable purchases have included TW Services' acquisition of La Mirada, CA-based Denny's Inc.; San Diego-based Foodmaker's acquisition of Louisville-based Chi-Chi's; and AWR II's



The Red Lobster chain continues to capture market share with its casual concept and moderately priced, seafood-based menu.

1986: $129,100,000,000
+ 7.6% Sales Growth
1987: $137,965,000,000
+ 6.9% Sales Growth
1992: $198,234,000,000
+ 7.5% Compound Annual Sales Growth

acquisition of two California fast-food Mexican operators, Del Taco and Naugles. (AWR II was created expressly for that acquisition by a group including former W.R. Grace executive Anwar Soliman.)

Meanwhile, a number of companies are retrenching. Pillsbury has put many of its restaurant chains on the block, including Godfather's Pizza, and it is disbanding portions of its S&A Restaurants group. Shoney's announced earlier this year that it will reduce its unit growth sharply over the next five years, although the company has initiated a first-ever franchising program. Many other chains, among them TGI Friday's and Ryan's Family Steak Houses, are curtailing expansion in order to concentrate on building unit sales volumes.

The soaring cost of real estate has also led to the development of "mini" units with limited menus and drive-thru-only service. A number of "burger babies" have emerged in the hamburger segment, for instance, and Mexican minis are also starting to develop in Texas.

The Olive Garden is General Mills Restaurant Group's attempt to chain an Italian dinner house. Featured are display pasta-making stations.

Despite these challenges, real growth is expected in this segment. Sales in eating and drinking places increased by 6.9% between 1986 and 1987, according to RGI figures, and are expected to show a nominal compound annual growth rate of 7.5% between 1987 and 1992. The real growth rate is expected to be 3.1%.

Sales at limited menu restaurants are expected to grow slightly more than full menu restaurants, according to RGI figures. Sales in limited menu restaurants grew 8.0% between 1986 and 1987, compared to 6.2% for full menu restaurants. Sales in limited menu restaurants are expected to nominally grow 8.3% between 1987

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	1986 Units	1986 Sales ($000,000)	1986 Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth	
									Nominal	Real
Separate Eating Places	270,698	120,124	40,077	7.6	128,531	42,658	7.0	185,909	7.7	3.3
Full Menu Restaurants & Lunchrooms	126,514	62,301	21,356	6.6	66,164	22,562	6.2	93,489	7.2	2.8
Limited Menu Restaurants	126,125	51,485	16,594	9.1	55,619	17,854	8.0	82,885	8.3	3.9
Public Cafeterias	6,137	3,470	1,217	5.6	3,675	1,276	5.9	5,142	7.0	2.6
Social Caterers	3,604	1,390	490	6.8	1,489	520	7.1	2,155	7.7	3.3
Ice Cream, Frozen Custard Stands	8,318	1,478	420	7.4	1,584	446	7.2	2,238	7.2	2.8
Separate Drinking Places	32,308[1]	8,976	3,246	6.5	9,434	3,377	5.1	12,325	5.5	1.2
Total	303,006	129,100	43,323	7.6	137,965	46,035	6.9	198,234	7.5	3.1

1. Includes only bars and taverns that serve food.

and 1992 (with a real growth rate of 3.9%), compared to a nominal rate of 7.2% (and a real growth rate of 2.8%) for full menu restaurants.

According to Census definitions, "full menu" denotes those restaurants that offer waiter/waitress service and take orders while the customer is seated, while the "limited menu" designation is used primarily for fast-food units, but also includes operations such as steak houses, where service is through a line.

LIMITED MENU RESTAURANTS

Hamburger chains, of course, continue to dominate the limited menu segment, both in sheer number of units and total sales. With more than 10,000 units worldwide, McDonald's is by far the most potent force in the burger segment—and in the fast-food market as a whole. The chain is widely recognized for its marketing savvy and clout. And, at a time when there is such great concern with saturation in the segment, McDonald's is leading the way in finding unconventional sites. The company is also continuing its aggressive overseas expansion, while many competitors cannot afford to do so.

Meanwhile, behemoths Burger King and Wendy's continue having some problems. Burger King's parent, Minneapolis-based Pillsbury, is floundering—largely due to problems at Burger King. The burger subsidiary continues to lose market share to McDonald's, which has about twice the market share of Burger King. And, while Burger King's unit volumes have been stalled at about $1 million since 1985, McDonald's restaurants now average $1.5 million. Burger King has also been plagued by operational problems and inconsistent management for years. Observers say that Burger King needs a strong marketing campaign to battle McDonald's, but the company's latest ad campaign, with a "We do it like you do it" theme, has not been successful at increasing store-level sales.

Wendy's, too, has suffered through declining sales and is only now experiencing relief thanks to its SuperBar program. The 18-ft.-long, all-you-can-eat SuperBar includes pasta, Mexican foods, baked potatoes, salads, fresh fruits, vegetables, and desserts. It has been installed in all Wendy's company-owned stores, and offered to franchisees.

WHERE'S THE GROWTH? Growth in the limited menu category, however, is mostly fueled by pizza, Mexican foods, and baked goods. The pizza segment continues to show strong gains, but competition is also at a fever pitch. Wichita, KS-based Pizza Hut, owned by PepsiCo, continues to dominate the segment. However, it is Ann Arbor, MI-based Domino's Pizza that has been setting the pace, growing by 650 units in two years.

As pizza delivery has become the standard rather than the exception, however, even Domino's is feeling the competition's breath; weekly sales per store are reportedly flat compared with last year's sales.

Pizza is, in fact, showing up in some unconventional places. Even McDonald's is testing McPizza, a 5½-in. pie with sausage, pepperoni, or plain cheese. The pizza was tested at a price of $1.15 to $1.29.

Hamburger and pizza may go well together. They're the two most popular take-out foods, according to the Food Marketing Institute.

Pizza now holds 31% of restaurant take-home sales, according to the NPD Group, a New York market research firm, and the average American eats 23 pounds of pizza annually. Much of the reason for the pizza segment's growth is the product's convenience.

The foodservice industry, however, is not alone in hoping to exploit the consumer's desire for convenience.

"The convenience of carryout from a restaurant can be matched and exceeded by the convenience of carryout from a supermarket," says GDR's Rice. "And supermarkets are seizing upon carry-out foods as a desirable strategy."

For example, about 40% of supermarkets offer fresh pizza today, sold through a number of departments, including dairy, grocery, self-service deli, and cheese areas, as well as separate pizza sections. And these aren't the old frozen pizzas of yore, slightly reminiscent of cardboard with a nameless cheese on top. In fact, Wolfgang [illegible] of L.A.'s Spago and David Lei[illegible]man, of David's Cookies' fame, are bringing their upscale touches to supermarket pizzas.

THE MEXICAN FACTOR. Activity in the Mexican segment is still hot, but competition is getting just as intense as in other segments. The fast-food leader, PepsiCo's Taco Bell, is a formidable adversary for the smaller regional chains within the category. Taco Bell, with some 2,700 units and 1987 sales of $1.5 billion, is bent upon growing to 4,000 units with sales of $4 billion by the end of 1991. The goal does not seem impossible; aggressive Taco Bell has doubled its number of units and tripled its systemwide sales in the last five years.

The most interesting development in the Mexican segment is the development of so-called "patio concepts,"

BAKERY
SALADS
SANDW

Like many bakery concepts, Paradise Bakery's menu has evolved from a limited line to a variety of offerings such as sandwiches and salads.

with their birthplace deep in the heart of Texas. These concepts, led by Taco Cabano and Two Pesos, combine the high-quality, freshly prepared food, colorful decor, and limited alcohol menus of full-service Mexican restaurants with the self-service and low prices of fast-food outlets. The result? High volumes and tremendous customer acceptance. On the other hand, these patio cafes may not be nationally expandable. Their outdoor theme may limit the restaurants to warm weather climates, for one thing.

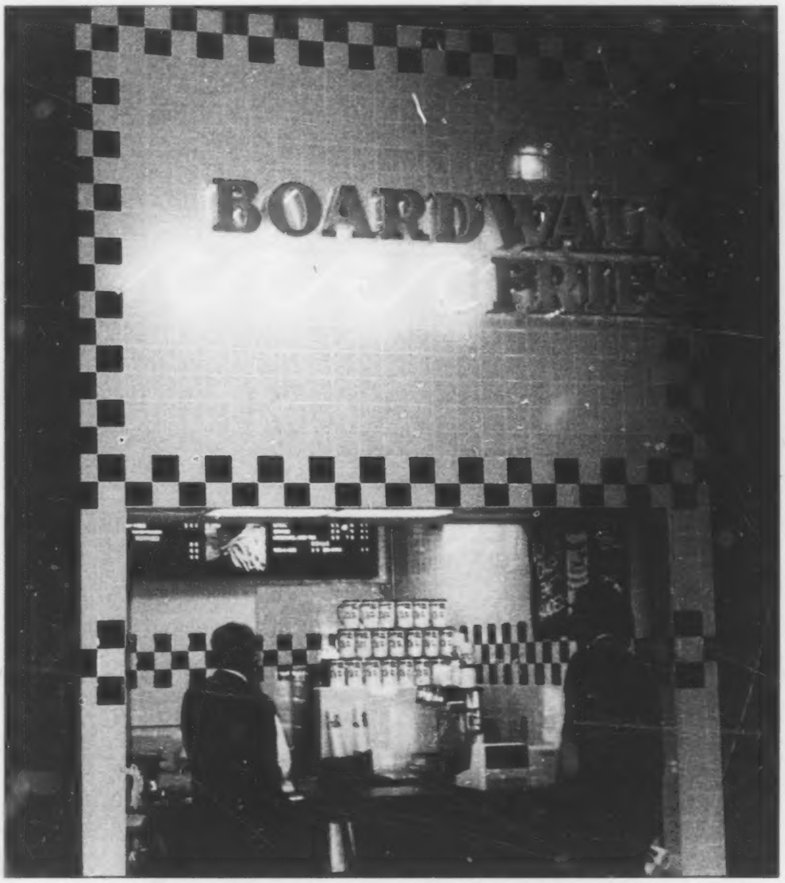
WHAT ABOUT HEALTH? One of the broadest trends affecting the foodservice industry, of course, is the gradual shift towards foods that are perceived to be healthy and fresh.

Sure, customers like to see healthy selections on the menu. But how to explain the popularity of gourmet ice creams, rich brownies, and gooey cinnamon rolls? A double standard appears to be at work, and that perception is borne out by data collected by MRCA Information Services, a market-research company in Stamford, CT. According to MRCA, Americans pay more attention to healthy foods at home. Away from home, they splurge. They reward themselves.

This dichotomy may also explain why fast food's reputation as unhealthy hasn't hurt sales at all. The perception that fast food is unhealthy is slowly changing, however; a recent *Consumer Reports* survey found that some 60% of readers believe that fast food is more nutritious than it was 10 years ago.

That perception is undoubtedly helped by the introduction of salad bars and packaged salads. One out of four readers in the *Consumer Reports* survey said that they visit fast-food chains more often because of the salads, which particularly appeal to women. The salads have spelled success for fast feeders; McDonald's won't say just how lucrative its packaged salads are, but they reportedly account for about seven cents out of every dollar in sales.

This interest in freshness is also part of the reason for the growing interest in limited-menu bakery concepts, among them Kansas City-based T.J. Cinnamons and Seattle-based Cinnabon. Bakery/cafes are also cropping up, among them Vienna, VA-based Vie de France, and a smaller bakery chain acquired by Solana Beach, CA-based Chart House Enterprises, Paradise Bakery Garden Cafes.



Boardwalk Fries' concept centers around an extremely limited menu and simple, kiosk-like facilities that are inexpensive to build and operate.

Paradise Bakery Garden Cafes is typical of bakery cafes in that the first units started out 12 years ago as cookie shops, but today serve a full menu of soups, salads, and sandwiches. Twenty-one units are located in California, Texas, Colorado, and Hawaii.

About 50% of the average unit's $500,000 annual sales comes from the bakery, says president and founder Dan Patterson. All baking is done from scratch in the units, with an emphasis on cookies, muffins, quiche, and croissants. The average check is approximately $2.50.

Although restaurants identified too closely with "health food" haven't exactly taken the industry by storm, there clearly is a place for restaurants emphasizing salads and foods made with fresh ingredients.

One company fitting this description is San Diego-based Soup Exchange, with 15 units on the West Coast. In fact, the company recently signed an area licensing agreement with Magic Pan, covering the area east of the Mississippi. Magic Pan is committed to opening 50 units within the next 30 months; some Magic Pan units are also expected to be converted into the newer concept.

Soup Exchange is an upscale, self-service soup and salad bar featuring over 60 items on a salad bar, including prepared salads and pastas. An on-site bakery turns out fresh muffins, strudels, chocolate chip cookies, and strawberry shortcakes; a soup bar offers six freshly made soups every day. A nacho bar offers tortilla chips, melted cheese, and toppings like green onions, jalapeño peppers, and sour cream. A fruit and dessert bar is also available, as well as a yogurt machine.

"We're between full service and fast

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service," says Joe Duran, Soup Exchange's advertising and marketing manager. "Although customers serve themselves, we have hostesses and very attentive managers. For example, it is traditional that at an appointed hour a manager goes around and serves chocolate chip cookies on a silver tray."

TROUBLE IN THE EAST. Oriental food was widely touted as the next ethnic cuisine to be profitably adapted to a fast-food format. But, consumers proved to be a little finicky about their cashew chicken and fried rice. They like to see Oriental faces behind the counter, for one thing, and they like to know the food is authentic. Since Oriental independents abound, there seems to be little reason for a chain to develop in the market.

Those who have tried a chain approach to the cuisine have been badly disappointed. Pillsbury abandoned its fledgling Quick Wok chain last year, and General Mills sold its Leeann Chin restaurants back to its founder. General Mills said at the time that the Leeann Chin concept merited expansion, but that the company wanted to concentrate resources in other areas.

The consensus is that Orientals are themselves entrepreneurial, and small chains are, in fact, developing that are headed by Japanese and Chinese entrepreneurs.

One hopeful is seven-month-old Singapore Express, with one unit so far in Marina del Rey, CA. The fast-food operation specializes in curries and satays, with specialties from Indonesia, Thailand, and the Philippines.

Owner Edward Chye and his sister Sharon are from Singapore, where curries and satays are popular. Singapore Express offers vegetable, shrimp, lamb, ~~and chicken~~ curry dishes, served over steamed rice or egg noodles. Customers also help themselves to a condiment bar full of Eastern condiments like chutney, roasted coconut, ground peanuts, raisins, and spicy sambal.

Satays are chunks of marinated meat and shrimp cooked to order on bamboo skewers and served with steamed rice, vegetable kabobs, peanut sauce, and cucumber-pineapple pickles. From the Philippines comes chicken *adobo*, and from Thailand stuffed chicken wings called angel wings. From Indonesia is *gado gado* salad with shrimp chips and a mildly spicy lemon-peanut dressing.

"One reason that it is so difficult to expand an Oriental concept is that different chefs cook the same dish differently," says Sharon Chye. "After a year, we will evaluate the concept. If we do decide to expand, we will use a central kitchen to prepare spice packages, and we will standardize and document recipes."

KEEP IT SIMPLE. At a time when many fast-food operators are broadening their menus, some relative newcomers are focusing on just one or two selections. One example is Ellicott City, MD-based Boardwalk Fries, with 65 units in food courts located in regional malls throughout the country.

Boardwalk Fries serves fresh fries cut on the premises and cooked to order in peanut oil, with a small order costing $1.29. The fries can be served with cheese or gravy, as well as a number of regional toppings. For example, people in Maryland like fries with vinegar or a special Old Bay seasoning. In some parts of the country, people prefer barbecue sauce or chili sauce on their french fries. Some Boardwalk Fries units also sell fried vegetables, like zucchini or mushroom caps.

Average volume for a Boardwalk Fries unit is $250,000 annually—a lot of money for serving mostly potatoes. The reason for Boardwalk Fries' success? It does one thing very well. Typical customers buy a sandwich at another kiosk in a food court, then stroll over to Boardwalk Fries to get a side order of fries.

FULL MENU RESTAURANTS

Growth areas in the full menu segment are less clearly delineated than in fast food, but areas of opportunity nonetheless exist. Societal changes have brought about broad changes in eating patterns, which have created opportunities for full menu restaurants to experiment.

The same desire that keeps Americans constantly on the go—grabbing a bran muffin from a bakery or passing through the drive-thru for lunch, sticking something in the microwave or picking up a pizza for dinner—has created opportunity for upscale takeout.

"In addition to value, customers are being driven by a search for convenience," says GDR's Rice. "For the last three years, there has been no growth in on-premise dining. All the growth has been in takeout."

Takeout doesn't have to be limited to the mundane, either. For example, Le

TuLIPE
Coeur

Pierre Pollin of Le Titi de Paris in Arlington Heights, IL, has turned his gourmet hand to such add-on volume builders as gourmet picnic baskets.

Chili's menu includes trendy items like ribs and chicken wings that keep building business.

Titi de Paris in Arlington Heights, IL, prepares romantic French picnics for four, complete with a bottle of chilled champagne. A main course—such as cold rack of baby lamb with fresh mint mayonnaise, cold beef tenderloin slices with watercress mayonnaise, or cold breast of poached chicken with fresh dill sauce—is presented in a wicker basket accompanied by cold ratatouille, assorted French cheeses, and an assortment of homemade desserts such as praline cheesecake, chocolate cake, and fresh fruit tart. The price for all this? Just $125.

Chef/owner Pierre Pollin also custom-makes picnics for any occasion, with entrees ranging from a whole cold lobster per person and whole cold salmon *en croute*, to an array of fish, game, and meat pâtés and vegetable terrines.

Another Chicago-area restaurateur, Bernard Cretier of Le Vichyssois in Lakemoor, IL, provides a picnic that begins with a terrine of shrimp and avocado with tomato-tarragon dressing. Then comes an assortment of quail, duck, and pheasant pâtés, followed by a fresh asparagus tart or cold cream of escargots with green peppercorn. Next is cold ratatouille, then entrees such as cold red snapper with a saffron-garlic sauce or cold fricassee of chicken with sherry-wine vinegar sauce. Salad options include French beans with tarragon vinaigrette or oak leaf lettuce with pea pods, green beans, and *roquette* and hazelnut dressing. Desserts include blueberry cheesecake and raspberry *clafoutis* slices. Cost is $25 to $30 per person.

Changing eating habits are also leading restaurants to de-emphasize entrees in favor of offering patrons a variety of appetizers and desserts instead—the grazing method of eating. A new Chicago restaurant offering more than 50 different American, European, and Asian appetizers is known as Appeteasers. The restaurant opened in July in Chicago's rapidly growing River North area. Appetizers, grilled seafood, and desserts are offered at tableside on specially designed carts. Selections include linguine with clams in white sauce, fajitas, noodles Shanghai-style, Tahitian crab cocktail, ahi tuna, New Zealand mussels, and roast duck fantasia with black currant Zinfandel sauce.

UNEVEN PERFORMANCE. Performance is spotty throughout the major full-service segments. Despite the popularity of fast-service Mexican food, full-service Mexican restaurants have reported disappointing results overall. Nonetheless, all eyes will be on Chi-Chi's over the next several quarters, to assess how the dinner-house chain will fare under Foodmaker, the San Diego-based parent of Jack In The Box.

The good news for the steak-house segment is that the decline in consumption of red meat appears to be turning around. In fact, MRCA found that from 1981 to 1986, though consumption of red meat at home declined 11.1%, it actually increased by 1.3% in restaurants.

In fact, executives of "budget" steak-house chains are reporting increased sales, although many of these chains now offer everything from chicken and seafood to elaborate food and salad bars.

Greenville, SC-based Ryan's Family Steak Houses Inc. was among those pioneering the introduction of extensive food bars to complement the basic steak menu. Unit sales have declined slightly since the beginning of 1988, which management attributes to increased competition from other concepts with "mega" salad/food bars.

The casual theme dining segment also shows a great deal of variation in its performance. Overall, this segment has been affected in recent years by the customer's changing attitude toward alcoholic beverages.

At one time, these restaurants typically derived close to 50% of sales from liquor. For example, comparable store sales at Pillsbury's Bennigan's chain fell 5% in the past fiscal year as customers' liquor consumption continued declining.

Nevertheless, the segment is basi-

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After a hamburger and sandwich concept in Philadelphia bombed, Paul Rimmeir switched over to seafood at Captain Cody's Waterfront Cafe.

cally healthy, partly because casual theme restaurants are not tied to any particular menu and can change quickly. A good example is Chili's, which started out serving gourmet burgers but rapidly expanded to a fuller menu that now includes fajitas, ribs, sandwiches, salads, and margaritas.

At a time when many—if not most—operators are complaining of flat sales, Chili's has seen average unit volumes increase from $1.6 million in 1984 to $2 million today. With 145 units and sales of some $260 million in fiscal 1988, Chili's expects to grow by some 30 units a year.

Chili's epitomizes what customers find attractive about casual theme restaurants: They offer a good value, a broad menu of whatever is fashionable at the minute, a fun atmosphere, quick service, and affordable prices.

FOOD FROM THE SEA. Seafood is another winner in full-menu restaurants. Consumption of seafood rose from 14.7 pounds per person in 1986 to 15.4 pounds per person in 1987, following ample increases over the last five years. Seafood consumption should continue to rise if supplies remain available and prices don't skyrocket.

In fact, independents specializing in seafood boast some of the highest sales volumes in the country. Seafood chains, however, are something of a rarity, because of the skill needed to select and handle fresh seafood. Red Lobster is showing that a midprice seafood concept can be successfully (and profitably) chained, however. Sales for fiscal 1988 topped $1 billion, and guest counts on a per-unit basis increased by 3.5% over last year. Average unit volumes reached $2.5 million, and the company hopes to open 20 units next year.

At least one restaurateur has used seafood's appeal to revitalize an ailing concept. After seeing Colorado Cody's (a hamburger and sandwich concept) bomb, Philadelphia restaurateur Paul Rimmeir switched over to a seafood concept.

The restaurant's decor, reminiscent of a New York cafe, now has a six-foot lobster tank that dominates the dining room. Rimmeir has also instituted a menu featuring at least four fresh fish daily, and fried fish, scallops, and peel-your-own shrimp. The new restaurant: Captain Cody's Waterfront Cafe.

And Captain Cody's is a success, specializing in one-pound lobsters for $8.95 to $10.95. Rimmeir has already bought the site for a second Captain Cody's in Rittenhouse Square, in Philadelphia's center city area.

Serving seafood isn't as simple as just adding a few popular species to the menu, however. For example, Sam King, whose family has been in the restaurant business since 1945, spent two years researching the intricacies of seafood before opening Ocean Avenue Seafood in Santa Monica, CA.

Ocean Avenue Seafood offers 35 to 40 fresh fish on a menu that changes daily. Sophisticated customers are increasingly interested in trying different variations of the same species, so Ocean Avenue's servers are well-trained to explain the intricate differences between six different kinds of oysters, or between king salmon caught downriver and king salmon caught upriver.

What makes the seafood business so difficult is the vagaries of supply. Though fish farming is becoming more popular, most seafood still has to be caught. With increases in consumption of more than a hundred million pounds a year for several years running, pressure has been put on supplies of popular species. Also, an almost infinite variety of species are available to the savvy operator, so he must be educated in order to ensure smart purchasing and proper handling of fresh seafood.

THAT'S ITALIAN. Another full-service segment that's showing some promise is the Italian segment, long dominated by independents. Though chains have been trying to gain a foothold in this segment for several years, practically none have succeeded. General Mills' The Olive Garden has proved to be one notable exception.

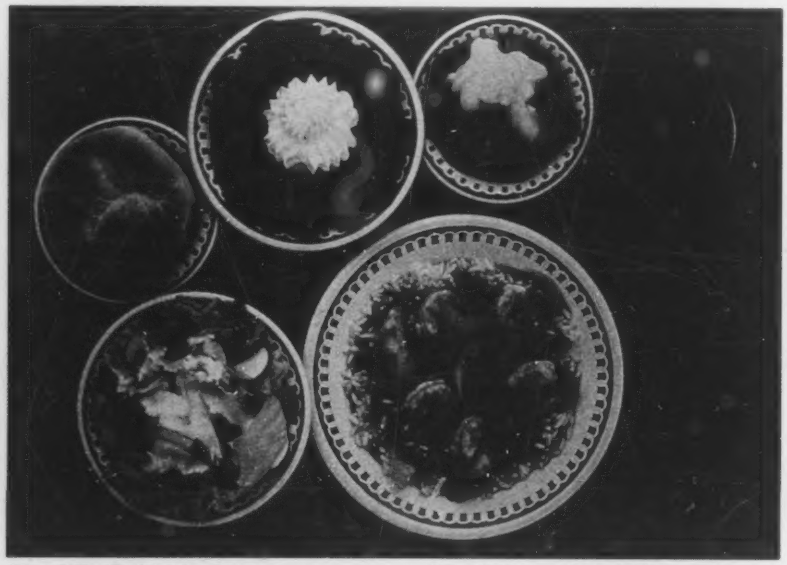
The Olive Garden is growing rapidly; of the concept's 92 units, 40 were added this year. Another 50 will be added next year. Average units gross about $2.5 million annually.

The Olive Garden's menu combines a wide variety of Northern Italian and Southern Italian specialties, with pasta made fresh on the premises in view of customers. Garlic breadsticks are baked on the premises.

BACK TO THE '50s. Updated '50s-style diners, with classical diner food updated for the '80s and served with a sense of humor, are continuing to be popular. One example is The Avenue Grill in Mill Valley, CA, which serves what *Playboy* magazine recently dubbed "America's Best Norman Rockwell Food."

The Avenue Grill serves what general manager Suzanne Fitzgerald describes as "eclectic ethnic American food." Especially intriguing are the specials. For example, the restaurant recently ran "Molly Goldberg Night" three days running.

"We served everything that your Jewish mother would have served if you were Jewish and you were at home," says Fitzgerald.



Picadilly Cafeterias hope to venture out of Sunbelt markets with a menu concept featuring high-quality fresh foods served cafeteria-style.

Soup Exchange features a full line of salads, soups, and other light foods, prepared fresh daily and presented in a slick, upgraded self-service format.

Every Sunday, customers are treated to pot roast and gravy with garlic mashed potatoes and vegetables. On Thursdays, they can stop in for turkey with sage or corn bread stuffing with all the trimmings. This food isn't as cheap as diner food in the old days was, however. The Avenue Grill's average check is $21, and customers are upscale professionals who live in this prosperous San Francisco suburb.

WHAT ABOUT CAFETERIAS? Cafeterias are strong in their Southern home states and are starting to venture cautiously northward and westward. For example, Baton Rouge, LA-based Picadilly Cafeterias, with 123 units across the Sunbelt, is venturing into California. "There are so many people in California, and not so many cafeterias," says Rod Garrison, the company's chief financial officer.

California customers are also not used to the idea of eating in cafeterias, and some education is necessary. The first Picadilly Cafeteria opened in March in Modesto, the second this summer in Fresno, and the company has been doing extensive television advertising.

Picadilly Cafeterias boasted sales of around $235 million for the fiscal year ending June 30, says Garrison. Average unit sales volumes are approximately $2 million.

Although cafeterias have a lowbrow image in some parts of the country, they are well-positioned for growth in a value-conscious climate. For example, the average check at a Picadilly Cafeteria is only $4.50, and the customer gets a wide variety of homestyle foods, including lots of fresh vegetables and salads.

And, as Garrison points out, cafeteria concepts are flexible. If fish is expensive, a cafeteria offers more beef. If beef is expensive, more chicken goes on the menu. The menu mix can change easily.

Cafeterias are also positioned to take advantage of the gradual aging of America, because they are very popular with senior citizens.

WHAT'S AHEAD? What does the future hold for the separate eating and drinking place category? More of the same, probably.

Labor costs will definitely continue to be an issue. Frightened by the prospect of higher labor costs, the foodservice industry, led by the National Restaurant Association, has repeatedly attempted to stall congressional attempts to raise the minimum wage. The minimum wage fight is far from over, however, although since May Congress has received some 85,000 messages opposing a minimum wage increase.

GDR's Rice, while sounding warnings about the short term, points out that foodservice operators have repeatedly shown themselves to be among the most flexible businesspeople around, far more quick to react to change than supermarkets, for example. Yes, margins may narrow, but operators will simply find new ways of doing business.

"It's like a fighter in the ring," Rice says. "He gets hit, but he doesn't always fall down. He keeps on fighting."—**Jacque White Kochak**

Ocean Avenue Seafood in Santa Monica, CA, offers 35 to 40 species of fresh fish on a menu that changes daily.

21ST ANNUAL RGI

THE HOTEL/MOTEL MARKET

COMPETITION HAS LED TO AN EMPHASIS ON MARKETING AND LOCAL BUSINESS.

In 1987, hotel/motel foodservice registered over $12 billion in sales, a 7.3% gain over the previous year. In the next five years, RGI figures predict that the segment will realize a compound annual real sales growth of 3.2%, with sales reaching $17.5 billion by 1992. In the foodservice business, that's not bad.

Where's the growth coming from? From a lodging standpoint, it's the all-suite and economy properties. Where food is concerned, it's in operators' ability to think like restaurateurs.

To meet the foodservice needs of its guests, Dallas-based Embassy Suites operates 23 restaurants of its own, and leases other facilities to local operators and chains. "The philosophy is to offer the best possible product available," says Doren Chisholm, director of food and beverage for the 90-property chain. "Our operational policy gives already successful local operators the chance to grow and expand, and it gives Embassy Suites a strong tie to the community."

The Embassy Suite at Dallas/Fort Worth airport has an Italian restaurant; its operator already owns five Italian restaurants in the area. The company has had less luck leasing to chains. S&A Restaurants recently closed all five restaurants it leased from the hotel company.

Tremendous growth in the economy sector has inspired Days Inns Management Co. (DIMC), the management division of Atlanta-based Days Inns of America, to develop three new restaurant concepts. According to Barry Berlin, vice president of food and beverage for DIMC, the first of its new concepts is called the Brentwood Cafe. Centered around a buffet, "the premise is to speed basic service, cut labor costs, and add some sizzle with a Sunday brunch," says Berlin. The first unit opened last year; nine units are currently operating.

Stouffer Hotels has repositioned its operational focus so that managers spend more time on the floor with customers.

Located in a converted Howard Johnson's in Minneapolis, Davenport's Bar and Grill marks DIMC's entry into the banquet and bar business. Davenport's features a contemporary menu, complete with plenty of finger foods. Slated for development in urban areas, there are now two Davenport's operating. DIMC's third concept, Argyle's Roadside Grill, serves "sliders" (small hamburgers, served within three minutes and accompanied by fries), "wets" (french fries with gravy), and blue plate specials.

In an unusual move, Days Inns of America has reorganized its food and beverage department in a most unconventional way. In August, the whole department was put on a retainer basis for a year with renewable options. As a result, the department will act as exclusive consultants to Days Inns of America. "This has a twofold impact," explains Berlin. "First, it takes food and beverage off the P&L statement as fixed payroll and fixed overhead. Second, as consultants we have the ability to work with others as well as Days Inns." The long-term impact of this decision will no doubt be watched with interest by others.

CONFIDENT OUTLOOK. "Travel has picked up and the economy lodging segment has made travel more accessible to more people," says Steve Marcus, chairman and chief executive officer of Milwaukee-based Budgetel Inns. Budgetel operates hotels, restaurants, and movie theaters throughout the Midwest. Today, there are 62 Budgetel Inns. Next year, 10 to 20 inns should be added.

But there is no foodservice at Budgetel Inns. Rather, the properties are located adjacent to family restaurants. Since parent Marcus Corp. also operates Marc's Big Boy restaurants, Captain Steak Joynts, and a Kentucky Fried Chicken franchise, it's not unusual to find one of these next door to an inn. In a Milwaukee unit, the inn is physically connected to a Big Boy.

International expansion is crucial to today's hotel operators. "Market share is the name of the game today," says Saul

Leonard, national partner of Laventhol & Horwath (L&H) Leisure Time Industries, Los Angeles. "This means taking care of the customers you have when they leave domestic shores. You need to be there in other parts of the world when your customers arrive."

"The international market offers great opportunity for growth," says Don Clawson, vice president of food and beverage for Radisson Hotel Corp., a division of Minneapolis-based Carlson Companies. Radisson has been expanding at the rate of one hotel every 10 days. Currently, there are 122 domestic properties and 46 international hotels. By year-end, 200 properties should be open.

Omni Hotels' plan to double in size over the next 18 months is still on track, despite the sale of the 39-property chain to World International (Holdings) Ltd., and its associate, The Wharf (Holdings) Ltd. Hong Kong-based World International is a diversified group with interests in prime investment properties, hotels, terminals and transportation properties, retailing, and computer services. The $3.5 billion company purchased Omni Hotels Group for $135 million in late June. Indeed, having a parent with deep pockets may help the Hampton, NH-based Omni Hotels group's continued expansion, both in domestic and international markets.

Marriott Hotels & Resorts continues to grow at an average annual rate of 20%, with international expansion targeted as the greatest opportunity for growth in the 1990s. And, the Washington, DC-based lodging giant continues to meet consumer demands by providing concepts in each market segment. The 361-property chain now includes long-term stay suites (Residence Inns), moderately priced hotels (Courtyard by Marriott), and budget hotels (Fairfield Inn by Marriott), as well as traditional full-service hotels and resorts.

"This strong segmentation is a response to the consumer's desire for choice in lodgings," says Karl Kilburg, vice president of food and beverage for Marriott Hotels & Resorts. This segmentation has also had an impact on foodservice. For example, at Marriott's Residence Inns, the only foodservice provided is continental breakfast. However, since Residence Inns are meant to attract guests for an extended stay, the hotel will shop for food to stock the in-suite kitchen. Foodservice is nonexistent at the Fairfield Inn by Marriott, the chain's entry into the budget segment.

1986: $11,383,000,000
+ 6.4% Sales Growth

1987: $12,211,000,000
+ 7.3% Sales Growth

1992: $17,593,000,000
+ 7.6% Compound Annual Sales Growth

Kilburg says that consumers' increasing sensitivity to pricing has had an impact on foodservice in full-service hotels. "There is tremendous pressure on price points," says Kilburg. "Each time someone prices the menu higher than the competitors (freestanding restaurants in the community), hotels will lose customers. Today, the marketplace will not allow check increases to move higher than inflation rates."

In addition, he says "casual" concepts are maintaining and increasing customer counts. "The consumer is basically interested in a casual environment, simple, well-prepared food, and a reasonable price," says Kilburg. In response, Marriott has converted 20 of its restaurants to casual concepts. Those restaurants are primarily focused on seafood.

Italian restaurants are also popular alternatives to traditional hotel dining rooms. Currently, Marriott Hotels & Resorts are in the midst of a national promotion called "Italy at the Table." Sponsored in conjunction with the Italian Trade Commission, all of Marriott's popularly priced restaurants feature a second menu of Italian specialties. The *teppan* style of Japanese cooking is also featured in a number of restaurants. "We have found these restaurants to have the casual appeal our customers prefer," explains Kilburg. "As a result, they do not experience the declining traffic of the upscale dining rooms."

In fact, the traditional upscale hotel dining room is not faring particularly well in today's competitive environment. "There is a price resistance to upscale dining," says Kilburg. "While every hotel has an upscale restaurant, I would not rush to build a new one unless it was in a resort or a very distinctive location. Developing an upscale dining room is now a market-by-market decision."

PRODUCT IMPROVEMENT. "The days when you could open the doors of a hotel restaurant and be successful are 20 years in the past," says Giulio Comacchio, vice president of food and beverage for Solon, OH-based Stouffer Hotels and Resorts. "In the 1970s we managed our properties from the back offices. Today, for hotel restaurants to be successful, the manager must be up front, where the customer is."

As a result, Comacchio says that Stouffer customers "enjoy an honest, true meal with good food and good service. You must offer good value." To this end, Comacchio is developing menus that are customer-oriented. "We monitor the market where we are located and analyze the market segment. We try to offer people what they really want."

In Windows Restaurant and Lounge, in the recently opened Stouffer Hotel in Baltimore's Harborplace, it was determined that the contemporary restaurant should feature a section of regional cuisine. As a result, the menu features "Crab Cuisine," which includes pan-fried crabmeat cakes, sautéed soft shell crab,

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Hotel/Motel Market: Foodservice Sales	1986 Units	1986 Sales ($000,000)	1986 Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth	
									Nominal	Real
Hotels	15,704	9,404	2,896	7.5	10,166	3,106	8.1	—	—	—
Motor Hotels	1,777	754	234	1.7	782	242	3.7	—	—	—
Motels	8,904	1,225	390	1.3	1,263	400	3.1	—	—	—
Total	26,385	11,383	3,520	6.4	12,211	3,748	7.3	17,593	7.6	3.2

and lump crabmeat and spinach lasagna entrees. In addition, a raw bar offers oysters and clams on the half shell, which are sold by the piece, the half dozen, or a special baker's dozen.

Monty Eberhardt, director of food and beverage for the property, says the restaurant's been a success. "At first we had to tell the bellhop to recommend other restaurants because we could not keep up with the demand," says Eberhardt. Today, the 156-seat restaurant attracts a good mix of both hotel guests and local customers.

Similarly, the two restaurants at the recently opened, 376-room Vista International Hotel at Newark Airport capitalize on local tastes.

The 120-seat Garden State Restaurant features a menu that showcases fresh produce grown in New Jersey. According to Vladimir Reyes, food and beverage manager for the hotel, "the menu features as much fresh state-grown produce as possible." In fact, the hotel has entered into an agreement with the state's Department of Agriculture to develop and use point-of-sale materials featuring the statement, "Jersey Fresh from the Garden State."

In another move to build community acceptance, the hotel's fine-dining restaurant revives a popular concept from 20 years ago. "The 82-seat Newarker restaurant is not an attempt to copy the original Newarker restaurant that was operated by Restaurant Associates," explains Reyes. "Instead, it will recapture the spirit of fine food and fine service that once brought a restaurant in Newark to international attention."

MAKING THEIR BID. Aggressive marketing and promoting of hotel restaurants is more noticeable as hotel restaurants make their bid to attract local customers. For example, Avanzare, the contemporary Italian restaurant at the Hyatt Atlanta, merchandises antipasto dishes and individual-sized pizzas for takeout. "People can pick up their orders and dine by the pool, directly outside of Avanzare, or take their lunches back to the office or to the park," says Marjorie Mobley, the restaurant's manager.

For $4.95, customers have a choice of four chilled antipasto salads from the 12-item take-out buffeteria. Selections include shrimp and cucumber salad, bowties and marinated chicken with pesto, Italian sausage with roasted peppers, marinated mussels and clams, and prosciutto and melon. Personal pizza, priced at $6.95, is available with such toppings as bay shrimp, clams, fontina cheese, pepperoni, Italian sausage, onions, green peppers, or mushrooms. The restaurant guarantees express orders will be ready for takeout in five minutes.

Don Clawson, vice president of food and beverage for Radisson Hotels, is a strong proponent of marketing hotel food and beverage. As a result, it is not surprising to find that promotions within the chain are backed by point-of-sale materials, including buttons, fliers, table tents, and special menus.

Avanzare, the contemporary Italian restaurant at the Hyatt Atlanta, merchandises antipasto dishes and individual-size pizzas for takeout.

"We provide the resources to make the food and beverage marketing programs successful," says Clawson. Radisson is particularly committed to American regional cuisine promotions. For example, the chain ran a "Summer on Nantucket" promotion, which included a special menu of summer cocktails, featured wine selections, and a menu reflecting the picnics, barbecues, and informal dinners that characterize summer meals. For $200, food and beverage managers at the company-operated and franchised properties received props, giveaways, posters, menus, incentive programs, recipes, photo specs, purchasing arrangements, guidelines, and a training manual. Similar materials were developed for other promotions: "Taste California Style," "Napoli Pizza, The Pizza With Pizzazz," and "Grand Expectations," an ice cream program.

Clawson's commitment to food and beverage marketing has its roots firmly planted in the bottom line. "These programs are the hard-nose, raw basics," he says. "What we are trying to do is set up promotions at a lower cost for the properties. We want to ease implementation, not control creativity. By controlling costs we can do things right."

GROWTH OPPORTUNITIES. In looking for additional avenues of growth, some hotel chains have expanded into life-care and/or retirement communities. Marriott, for example, operates several life-care facilities. Recently, Chicago-based Hyatt Corp. began construction of its Classic Residence rental housing complex for seniors in Teaneck, NJ.

Hyatt, in a partnership with Cleveland-based developer Forest City Enterprises Inc., is constructing a 232-unit complex, complete with housekeeping services, recreational facilities, scheduled transportation to surrounding communities, and a full-service restaurant for the exclusive use of residents and their guests. In addition, an Assisted Living Wing will provide residents requiring extra attention with a nurse or attendant on 24-hour duty. This wing will also provide three meals a day in a separate dining area.

Scheduled to open in mid-1989, the $30 million Classic Residence by Hyatt will offer one- and two-bedroom apartments with fully equipped kitchens, one or two baths, and living room and dining room. Monthly rental fees will range from $2,200 to $2,650.–**Denise M. Brennan**

21ST ANNUAL RGI

THE TRANSPORTATION MARKET

AMERICANS ARE TRAVELING IN GREATER AND GREATER NUMBERS, FUELING GROWTH IN THE SEGMENT.

Sales in the transportation sector of the foodservice industry rose sharply last year as domestic and foreign travelers alike took to the roads, rails, seas, and skies in greater numbers. Aided by gains in the passenger and cargo ship subsegment, foodservice sales in the sector grew by 9.7% to nearly $3.3 billion in 1987, according to RGI figures.

While the weakened dollar may have kept some Americans from traveling abroad last year, the Washington, DC-based U.S. Travel Data Center reports that a record amount was spent on travel in this country. In 1987, domestic and foreign travelers spent a total of $289 billion in the United States, a sizable increase of 8.3% over the $270 billion spent the year before.

But while travel spending increases, airlines continue feeling the destabilizing effects of deregulation nearly a decade after its passage. As a result of price wars and lower fares, the number of airline passengers is still climbing. More than 447 million passengers were boarded by U.S. carriers in 1987, an increase of 28 million over 1986, according to the Air Transport Association (ATA), Washington, DC.

At the same time, however, lower fares have forced carriers and contractors to tighten their belts. According to the ATA, airlines spent over $1.6 billion on food in 1987, about 3.5% of their operating expenses. That's only 0.1% (or $200 million) over 1986.

"Because few airline executives believe that foodservice is absolutely essential to the flying public, foodservice is a prime target for budget cuts," says Mary Tabacchi, an associate professor at Cornell's School of Hotel Administration in Ithaca, NY.

On average, major carriers spent $4.21 on food per passenger during the third quarter of 1987, says *Aviation Daily*, an industry trade journal.

"Airlines are watching their pennies, so everybody is very cost-conscious," points out Philip Cooke, executive administrator for the Inflight Foodservice Association in Louisville, KY. Cooke adds, however, that "the airlines are very aware of the fact that the consumer wants better quality meal service in flight."

And, according to a recent survey conducted for Cornell by the Gallup Organization, more than 40% of the frequent flyers and 56% of infrequent flyers polled reported that airline meals have improved.

SHORTER FLIGHTS. With airlines using the hub city approach to routing passengers, shorter flights are now the norm. This has left less time to serve meals while in the air. As a result, a number of airlines have turned to prepackaged meals and snacks. Irving, TX-based Braniff, for example, has stopped offering hot meals altogether, opting instead for prepacked lunches and combo packs. The switch has allowed Braniff to replace space-gobbling galleys with extra seats and coffee makers.

Atlanta-based Delta Airlines, which serves almost four million meals a month, is also featuring more cold dishes, but only on some flights, explains Charles Doherty, director of dining services. On flights under two hours, passengers are served either soup and sandwich or soup and salad. "It works well on short flights, but not on those over two hours," says Doherty. "Then, they expect hot meals."

But if cold dishes and snacks are more evident, so are healthier alternatives, says Michael Marchant, president of the Inflight Foodservice Association and vice president of sales and marketing foodservices for Flushing, NY-based Ogden Allied Aviation Services. "Lighter dishes are far more apparent than ever before. We're seeing more seafood, chicken, and pasta."

However, not all airlines are pulling the plug on upscale fare. Milwaukee, WI-based Midwest Express Airlines, in

Amtrak is upgrading and regionalizing its foodservice in order to spur additional customer—and dollar—volume.

fact, emphasizes a high-end meal service to set it apart from the competition. Where other airlines spend about $4 for each meal, Midwest Express spends $11.60. Passengers have their choice of such upscale dishes as braised grouse, poached Alaskan salmon, and chilled beef Wellington. All meals are served on china and accompanied by complimentary French wines or Champagne. Ridership on Midwest is expected to double to 500,000 this year.

And not all caterers agree that the general mood is one of austerity. George Alvord, vice president of marketing and sales for Dobbs International Service Inc., Memphis, maintains that strategies are very diverse, depending upon the airline.

Nevertheless, he adds, "The airlines have been keeping better pace with restaurants in terms of trends during the past year than in a long time."

Dobbs International, which was acquired by Greyhound last year, serves about 60 airlines from 49 flight kitchens. Alvord says that the company will continue to expand by upgrading existing facilities and adding new locations throughout 1989—the most recent of which was in Orlando, FL.

Concession Air, headquartered in Dallas, projects 1988 revenues to be $180 million, up $20 million from last year's total. Spokesperson Kim Peacock says that while customer counts have remained steady, the company continues to open new airport facilities. In addition to serving some 50 million customers on 11 airlines, Concession Air operates in 45 terminals nationwide. It expects to open new facilities in Palm Beach, FL, later this year, and San Jose, CA, in 1989.

Marriott's In-Flite division, based in Bethesda, MD, serves about 135 million meals annually on 150 airlines. The company operates 96 flight kitchens, and expects to open a new foodservice facility in Phoenix, AZ, this year.

1986: $3,003,000,000
+ 9.8% Sales Growth

1987: $3,295,000,000
+ 9.7% Sales Growth

1992: $5,523,000,000
+ 10.9% Compound Annual Sales Growth

Host International, a Marriott division based in Santa Monica, CA, has enjoyed an increase in foodservice sales in terminals as a result of the recent emphasis on shorter trips. Operating facilities in more than 50 airports, Host is continuing to test its Fresh Express concept, featuring made-to-order salads, fresh juices, pizzas, and pastas.

RIDING THE RAILS. Ridership and sales are also up on the nation's railroads. Washington, DC-based Amtrak boarded 1.9 million passengers in 1988, the last month for which such figures were available—an increase of 6.6% over last year's figure. Harry Kabel, director of food and beverage for Amtrak, estimates that total food and beverage sales are up 10% this year to about $60 million. While snack and sandwich service accounts for a sizable portion of that increase, Amtrak has also seen a jump in its full-service dining segment as a result of its upscale regional meals program implemented in late 1987. The new menus, which change from region to region, offer such dishes as roast duckling, spare ribs, and chicken cutlets, as well as a number of fish items and Cajun specialties. The check average runs between $7.50 and $8.50 per person, and Kabel says that meals in the full-service sector have increased by 5% over last year.

Cruise and passenger ship lines are also experiencing a banner year, as reflected in a 16.5% leap in foodservice sales. According to the New York-based Cruise Lines International Association, a trade group for the industry, an estimated 3 million people will go on cruises in 1988, up 11% over the 1987 total of 2.8 million.

George Devol, president of the World Ocean and Cruise Lines Society, Stamford, CT, says that aggressive television marketing, a growing number of three- to four-day cruises, and competitive pricing are contributing to the surge in popularity.

In the bus category, however, passenger counts continue to decline by about 15% a year—largely as a result of the airline deregulation. Nevertheless, the merger last year of Greyhound and Trailways has increased the customer count—hence artificially inflating sales-growth results—for the Phoenix-based Greyhound Food Management Inc. (GFM), says president Joseph Fassler. At the company's 47 Post House operations, sales are up about 10%, due to the larger customer base. Most of GFM's Burger King restaurants in terminals are experiencing flat sales. Three highway locations, however, boast 10% sales increases.

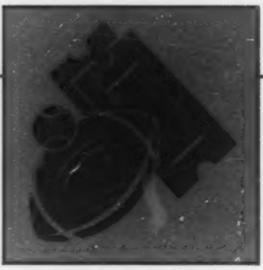
GFM's Truck Stop Systems Group, comprised of eight locations, is currently under scrutiny. Fassler says that either the company will expand by acquiring another truck stop company or will get out of that side of the business altogether. "We'll either do it in a big way, or simply maintain what we've got, but not grow," he says.

Marriott's highway catering division intends to keep expanding its Travel Plaza concepts by about 20% a year. Travel Plazas are operated along toll roads, and include such fast-food concepts as Roy Rogers, Popeyes, Burger King, and Sbarro. With 100 already open, the company expects to add another 20 or so by the end of the year.

–Paul Frumkin

	1986 Units	1986 Sales ($000,000)	1986 Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth	
									Nominal	Real
Air & Rail *(in transit)*	100	1,548	755	9.0	1,695	827	9.5	2,905	11.4	7.5
Terminal Facilities	274	764	252	8.5	826	273	8.1	1,231	8.3	3.9
Highway *(Interstate)*	N/A	473	153	12.6	520	168	9.9	841	10.1	5.6
Passenger & Cargo Ships	58	218	120	14.8	254	139	16.5	548	16.5	12.4
Total	432	3,003	1,280	9.8	3,295	1,407	9.7	5,523	10.9	6.8

21ST ANNUAL RGI



THE LEISURE MARKET

THE FACT THAT SO MANY AMERICANS ARE TRAVELING DOMESTICALLY IS HELPING MANY LEISURE OPERATORS.

The leisure market, after experiencing healthy growth in the last two years, is expected to continue growing at a level clip between now and 1992. According to the annual *Restaurant Business* Restaurant Growth Index, the leisure market will grow at a 1.9% real compound annual rate (with inflation factored out). Nominally, growth for the five-year period is expected to top 6.2%, up from the 1986-1987 growth rate of 5.8%.

But, while the overall growth rate is healthy, a further breakdown of the segment reveals some differences. Bowling lanes will continue with sluggish nominal growth in the neighborhood of 2.8%. Clubs will demonstrate far healthier nominal growth at 6.3%, while theme parks—which constitute almost half of the segment's total sales—will remain the star of the segment, with 7.2% nominal growth projected between now and 1992.

Theme parks are becoming an evermore popular destination, as gas prices remained low for the third consecutive summer and the American dollar fared poorly on the exchange market. Many of the companies running theme parks are taking advantage of the situation by further developing existing properties, and adding new attractions. At the same time, theme park management is adding new dining concepts to attract a "better" level of consumer. Upscale dining in theme parks, while not commonplace yet, is becoming more available.

DRAMATIC DEPARTURE. Lake Buena Vista, FL-based Walt Disney World Co. recently opened the 901-room Grand Floridian Hotel at its Walt Disney World complex. The property features six restaurants, one of which is a "dramatic departure" for Disney, according to Rino Armeni, food and beverage director for the Grand Floridian. That restaurant, Victoria and Albert, says Armeni, "is virtually a walk back to 1900. Customers come in and enter the past."

The restaurant features "maid and butler" service for a menu that changes daily and includes three appetizers, one soup, four entrees, and a soufflé. "It is a very fancy, two-and-a-half-hour experience," says Armeni of the typical meal. Two seatings—at 6:00 and 8:30 p.m.—fill the 53-seat restaurant each night. The cost is quite high for Disney, at $65 per person, excluding gratuities.

The Grand Floridian offers five other restaurants, including a buffet, a fast-food restaurant, and a cafe. Two other themed units are 250-seat Flagler's, where singing waiters serve a Mediterranean menu featuring pasta and seafood, and Narcoosee's, a restaurant offering grilled fish and meats prepared in a display kitchen. "We have created restaurants that are different and fun," says Armeni. "We're trying to attract hotel patrons and Disney World guests as well as locals." He says a family staying for six days could eat in a different restaurant every night.

A new twist for the leisure market will be Baltimore's Fishmarket, scheduled to open this fall three blocks from Baltimore's Inner Harbor. The Inner Harbor, a wildly successful Rouse Co. retail and dining development in downtown Baltimore, attracts a large number of visitors each year, and management of the new Fishmarket hopes to tap into that audience as well as attract new patrons. According to Ennis Jordan, manager of Baltimore's Fishmarket, the complex will be a combination of six clubs and two restaurants designed to attract a large number of people. For one admission fee—$6—consumers will be able to take advantage of the facilities of the six nightclubs or dine at

The Grand Floridian Hotel at Walt Disney World in Florida is the theme park's newest—and perhaps its showiest—property.

the Charm City Diner, a 150-seat, 24-hour 1950s-style diner, or the Fishmarket Grill, a display-kitchen facility offering a menu of grilled fish and meats. The Grill, with 225 seats, expects a check average of $15, while the Charm City Diner anticipates a check average of $7 to $8.

"The facility will be geared to locals as well as tourists and convention-goers," says Ennis. The main club, which can hold 2,000 people, will offer an ever-changing variety of acts and types of dance music. "It won't be just disco or swing all the time," says Ennis. "To keep people's attention, especially locals, we'll be changing the format all the time." Baltimore's Fishmarket, according to Jordan, is a first in this type of leisure facility, and has been put together by the McCourt Company of Boston, a real estate developer. "This hasn't been done before, and we think we have a successful formula," says Jordan.

1900 Park Fare is one of six restaurants at the Grand Floridian, ranging from a buffet to an elegant prix-fixe dining room.

FAMILY SECTIONS. The leisure market is broad and varied, and sports stadiums and arenas are included within this market segment. This year, at baseball stadiums, the big news has been the creation of family sections in the stadiums, where the purchase or consumption of alcohol is prohibited. Rowdy crowds in many sports stadiums have led to an enforced reduction in alcohol sales.

1986: $5,212,000,000
+ 5.6% Sales Growth

1987: $5,514,000,000
+ 5.8% Sales Growth

1992: $7,464,000,000
+ 6.2% Compound Annual Sales Growth

This summer, McDonald's became the first fast-food operator to tap the stadium market when it signed with Exhibition Stadium in Toronto. Some 52 food stands will be opened by next year in the 60,000-seat stadium, which is home to the Toronto Blue Jays.

Philadelphia-based ARA Services will once again provide foodservice and consulting services at the 1988 Olympics. In Seoul, though, according to David A. Flaherty, a spokesman for ARA, the number of people involved and the number of meals will be larger than ever. ARA began Olympic foodservice in 1968 at Mexico City, and, since then, its role has expanded. This year, ARA will operate three different contracts. It will provide all the foodservice for NBC, which will broadcast the Olympics to an estimated one billion people worldwide; it will oversee foodservice for 17,000 athletes; and it will set up concessions at spectator locations—to feed up to five million people—which will then be operated by Koreans.

According to Paul Cerullo, a member of the ARA Olympic "team," a five-day menu cycle will offer the athletes five entree possibilities for breakfast, lunch, and dinner. "The menu is designed to satisfy the average athlete's need for 6,000 calories per day," he says. Cerullo's group will purchase 40,000 pounds of rice, 272,000 pounds of meat, and 274,000 pounds of fruit. In addition, a wide variety of meals representing the cuisines of various nations will be prepared and served. **–Kevin Farrell**

Leisure Market: Foodservice Sales	1986 Units	1986 Sales ($000,000)	1986 Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth	
									Nominal	Real
Theme Parks, Arenas, Stadiums & Tracks	N/A	2,504	804	7.2	2,677	857	6.9	3,782	7.2	2.8
Movie Theaters *(Including Drive-ins)*	2,785	229	67	0.3	243	71	6.1	322	5.8	1.5
Bowling Lanes	3,822	733	246	2.8	752	252	2.6	863	2.8	-1.4
Summer Camps & Hunting Facilities	2,806	126	76	3.0	131	79	4.0	172	5.6	1.9
Clubs	10,310	1,620	637	5.4	1,711	673	5.6	2,325	6.3	2.0
Total	19,723	5,212	1,830	5.6	5,514	1,932	5.8	7,464	6.2	1.9

21ST ANNUAL RGI

THE RETAIL MARKET

THE RETAIL MARKET IS OUTPERFORMING THE INDUSTRY THANKS IN PART TO THE C-STORE SUBSEGMENT.

The retail market is quickly outpacing the foodservice industry in almost every way. Although retail segment growth, in terms of total sales, has fallen off somewhat from 1986 levels, at 11.4% its 1987 growth is by far the most impressive of all foodservice segments. In addition, the real growth rate expected between now and 1992 is 8.7%, easily outperforming the most optimistic scenarios for all other market segments in the industry.

Clearly, the heat in the retail segment is being generated by convenience stores, represented by both grocery and gasoline station subsegments. Between now and 1992, grocery and convenience-store foodservice real sales are expected to increase 13.1%, while sales at gasoline stations with foodservice will increase 11.2%, driving the convenience food store category as a whole forward by 12.4%, according to *Restaurant Business'* Restaurant Growth Index.

Other specialized retail stores, including supermarket chains, independent grocery stores, and specialty food stores, should enjoy the second highest measure of real growth, pegged at 5.4%. Other segments of the retail market will not fare as well, however. Drug- and proprietary-store foodservice sales are expected to decline by 2% over the next five years, and variety-store foodservice sales will drop by 1.6%. Department stores, formerly the mainstay of the segment, experienced respectable growth in 1986 and 1987, but overall sales for the five-year period ending in 1992 are expected to advance less than 1% with inflation factored out.

Seattle-based Nordstrom Inc. is upgrading foodservice to attract more shoppers. Shown: a unit in Escondido, CA.

COMPETING WITH THE 'OUTSIDE.' More than ever, foodservice in department stores, convenience stores, supermarkets, and drugstores is being positioned to compete with restaurants outside the retail domain.

And, in large part, this strategy is responsible for the above-average growth the segment will experience. For convenience stores, the competition is clearly fast-food restaurants. For department stores, the key is in making foodservice an integral part of the merchandising package, designed to keep shoppers in the store while they dine. For supermarkets and other grocery stores, the idea is to attract shoppers to purchase food ready to be consumed.

Again, the competition is restaurants outside the retail environment. "Absolutely," says Stephen Schwitalla, vice president of foodservice for the Circle K Corp. of Phoenix. "Fast feeders are our true competitors for the foodservice dollar." Circle K is committed to maintaining its position in foodservice. Space dedicated to foodservice now accounts for about 20% of total square footage in most stores, up by about 50% in the last three years. And 80% of the chain's marketing budget is earmarked for advertising foodservice. In the last year, Circle K has added delis in about 100 stores, bringing the total of in-store deli installations to 500, or about 10% of all units. Circle K just purchased 1,000 7-Eleven units; Schwitalla says foodservice programs in those units will be kept intact.

The K mart Corporation of Troy, MI, is also aggressively expanding its foodservice operations. According to Gary W. Prosser, director of foodservice operations for the 2,200-unit chain, a new concept called "The Eatery" is currently in test in one Califor-

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For more information on Wisconsin Milk Marketing circle number 266→

nia store. "It combines our deli and cafeteria operations at the front of the store," says Prosser, who adds that part of the strategy is to keep patrons in the store to eat. "Our competition is definitely the fast feeder nearby," he adds. "We often have a fast-food unit right outside the door or on the pad."

The menu at the new Eatery concept includes hot dogs, hamburgers, french fries, and popcorn and other snack items. According to Prosser, results so far in the one store are good and he anticipates that the test will soon be broadened. He also points out that the company's commitment to foodservice is expanding, with foodservice now available in about 75% of the chain's stores, and the number of installations is increasing rapidly.

MORE SERVICE. Although some department stores are cutting back on foodservice, or are contracting it to outside suppliers, a number are broadening operations. Seattle-based Nordstrom Inc., a chain well known for its attention to customer service, is expanding its foodservice concepts to offer consumers more service in the stores.

"We've always treated customers like kings in the stores, but our foodservice has generally been self-service," says Jim Dickinson, general manager of restaurants for Nordstrom. "Now, we're changing that." As a result, merchandisers from other departments have expressed interest in being located near the foodservice facilities in remodels and in new stores, because foodservice attracts so much traffic.

1986: $7,052,000,000
+ 13.8% Sales Growth

1987: $7,860,000,000
+ 11.4% Sales Growth

1992: $14,658,000,000
+ 13.3% Compound Annual Sales Growth

A new downtown San Francisco store is expected to open in October, and it will contain four new restaurants for the chain. "Champagne Exchange" will offer champagnes by the glass and caviars, and will be located in the women's better clothing area and carry a healthy $25 check average. "The Pub," located in the men's department, will provide a full bar with a sandwich menu and a $5 check average. "The City Cafe," with 80 seats, will offer appetizers, pastas, fish entrees, and other light foods, and Nordstrom's "Cafe Express," a self-serve area, will also be incorporated. "Foodservice is not a necessary evil for Nordstrom anymore," boasts Dickinson. "We must carry our own profit."

"Not only are we self-supporting, but we're expanding significantly," says Rod Fensom, marketing manager of the restaurant division for Marshall Field's & Co., Chicago. A $110 million expansion program is underway chainwide, and restaurants are expected to grab a significant share of the pie, according to Fensom. Six new restaurants will emerge on the ground floor of the chain flagship store on State Street in Chicago. They will surround a food court that will offer Mexican food, pizza, hamburgers and hot dogs, and chicken.

In addition, an on-premise bakery and an extended deli case for takeout will be provided. "I think we're going counter to the trend in retail foodservice," says Fensom, "because we're expanding all our foodservice operations." In addition to the work in the basement, the seventh floor of the main store will also undergo many changes. A grill will join an ice cream parlor and a Viennese cafe. The grill will be based on an "Old Chicago" theme and will offer historically popular foods such as frogs' legs, shrimp de Jonghe, and various roast beef specialties. "We've gotten a real vote of confidence from our consumers and from the stores' management," notes Fensom.

Bob Jones, vice president of foodservice for Dallas-based Neiman-Marcus, agrees. "Our business is very good. We're experiencing increases in both traffic and sales in our areas." Jones is most excited about a new concept going into some Neiman-Marcus locations. It will be called "Cafe N-M" or "N-M Cafe," and Jones describes it as a "bistroette," offering light entrees, salads, soups, and drinks all day. "We're aiming for a look of casual elegance, with a $7.50 to $8 check average," he says.—**Kevin Farrell**

Retail Market: Foodservice Sales	1986 Units	1986 Sales ($000,000)	1986 Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth	
									Nominal	Real
Department Stores	4,932	1,092	383	3.8	1,138	395	4.2	1,457	5.1	0.8
Variety & General	5,213	293	103	-1.7	300	105	2.4	341	2.6	-1.6
Drug & Proprietary	10,468	449	158	2.6	461	162	2.7	513	2.2	-2.0
Total Convenience Stores	65,976	3,983	1,282	21.5	4,616	1,481	13.9	10,193	17.2	12.4
Grocery	35,486	2,456	790	23.6	2,883	924	17.4	6,566	17.9	13.1
Gasoline Stations[1]	30,490	1,527	492	18.3	1,733	557	13.5	3,627	15.9	11.2
Other Specialized Retail Stores[2]	19,061	1,235	393	9.2	1,345	427	8.9	2,154	9.9	5.4
Total	105,650	7,052	2,319	13.8	7,860	2,570	11.4	14,658	13.3	8.7

1. Gasoline c-store units revised.
2. Other specialized retail stores include: supermarket chains, independent grocery stores, specialty food shops (such as cheese stores), and miscellaneous retailers such as liquor and book stores.

THE BUSINESS & INDUSTRY MARKET

AS CLIENTS PUSH TO CONTAIN COSTS, B&I CONTINUES TO FOLLOW COMMERCIAL TRENDS.

With 2.1% real compound annual growth projected for 1987-92, the outlook is brighter for business and industry feeding than for other contract segments. However, B&I growth still lags behind the total foodservice industry and particularly its commercial sector rivals, limited- and full-menu eating places, which have projected 2.8% and 3.9% real compound annual growth rates, respectively, over the next five years.

"We're probably going through a periodic cycle of consolidation after great growth in recent years," says Phillip Cooke, executive vice president of the Louisville, KY-based Society for Foodservice Management. "Companies are taking a hard look at expansion, asking if they need executive dining rooms and if they should downsize square footage because of the high cost of building."

Commercial restaurants are indeed the yardstick by which B&I operations are measured. Steam-table entrees and dreary cafeterias cannot compete in a saturated market peppered with sophisticated restaurant marketers. B&I players are adopting fresh foods, interesting menus, eye-catching environments, and new services. Along the way, old attitudes are fading. "We don't use the term B&I here," says president and CEO Gus Gregory of Miami-based Total Food Service Direction. "We're restaurateurs."

Stephen Elmont, president of Boston-based Creative Gourmet, puts it even more strongly. "I don't think there's any difference between what we do and what the Four Seasons does."

REDUCING SUBSIDIES. Spurring the segment is increasing pressure from clients to reduce subsidies and maintain operations that break even or do better. Impetus for reducing subsidies comes from the IRS requirement that the price of a meal offset the cost of food and labor, or else be taxed. As a result, some client companies are eliminating foodservice subsidies and requiring employees to pay full price. Others go to the opposite extreme, declaring foodservice an amenity for employees at no charge.

Special Event

Canteen's cafeteria line at Raytheon Co. in Sudbury, MA, features separate self-serve stations.

"Companies will look more to foodservice as a cost, and want to turn it into a profit center," says Michael Barclay, vice president of Southern Foodservice Management, Birmingham, AL. "Nonsubsidized operators will become much more prevalent than subsidized ones."

One consequence of shrinking subsidies may be an increase in vending machine use. Vending is expected to have 2.1% projected real compound annual growth over the next five years. "Our vending business has been growing rapidly, both by itself and in conjunction with manual foodservice," says Joe Byrum, president of Mobile, AL-based Morrison's Custom Management.

Debit-card systems could be a major boost to vending. "In general, debit cards are not catching on as quickly as the projections might indicate," says ARA Services' vice president of marketing David Hatch. Cost and logistical problems make it difficult to provide vending machines with needed equipment.

Personalized service is a more pressing issue, says Hatch. ARA Services is promoting the Restaurant Collection, a set of four foodservice modules that go beyond simple vending. The most basic module is Options, a package that combines vending machines with portable hot and cold food merchandisers. The Emporium module offers expanded hot and cold food selections, allowing for limited on-site food preparation. The Deli Exchange features a salad bar plus prepackaged and make-your-own sandwiches. The Grille Works encompasses the features of all modules, plus cooked-to-order grilled foods. ARA has opened 100 modules in the past 18 months, in accounts ranging from $200,000 to $1 million in sales volume.

Segment leader Marriott Corp., Washington, DC—which has over 1,100 B&I accounts in 43 states and Canada—is focusing on a number of the same concerns as the retail segment, says senior vice president Charles O'Dell—namely healthy and convenience-oriented foods.

NEW AREAS. B&I players are expanding into previously unexploited areas, like office coffee breaks, takeout, sundry stores, and catering. Total Foodservice Direction corporate dining accounts remain open until 4 p.m. or later for employee breaks, for instance. The number of operators adding sundry stores to their dining services is growing. The marketing angle is convenient in-house shopping for employees, less lost work time, plus incremental sales.

Marriott's J.W.'s Market provides goods and services such as video rental, dry cleaning, snacks, take-home foods, flowers, film processing, gifts, and personal care items.

"The customer is telling us, 'I can't get control of the events in my life'," says Marriott's O'Dell. "Shopping at work enables him to do three or four things at one spot in 15 minutes."

Take 5ive at the First National Bank of Chicago "gives employees new options to use their break time efficiently," says director of corporate foodservice Steven Hammel. The store serves an estimated 500 to 700 bank employees per day from a 400-sq.-ft. space, with some seating. Products sold include commercially packaged frozen dinners, frozen yogurt, panty hose, postage stamps, gourmet coffees, fresh pizza, and candy. At Easter, Take 5ive sold some $10,000 worth of candy in a five-day period.

1986: $10,605,000,000
+ 4.9% Sales Growth

1987: $11,214,000,000
+ 5.7% Sales Growth

1992: $15,297,000,000
+ 6.4% Compound Annual Sales Growth

Three company sundry and food "canteens" have helped to offset reduced subsidies at Martin Marietta Missile Systems in Orlando, FL. The canteens sell a wide range of goods, including gourmet ice cream, 14-carat gold jewelry, stuffed animals, clothing with company logos, sports equipment, gourmet coffee beans, and fresh-baked goods.

Catering will be a $2.5 million enterprise this year for Rochester, NY-based Eastman Kodak, ranging from a company picnic for 5,000 to an executive dinner for 15. "About three years ago, management decided to eliminate the subsidy," says director of foodservice Bill Lembach. "They gave the green light to take some chances."

FOOD TRENDS. On the food scene, B&I continues to mirror mainstream food trends in the commercial sector, such as the increased use of pasta, pizza, and chicken dishes, operators report. Currently, there seems to be an absence of earthshaking new cuisines or menu items in the segment.

Fresh, scratch-made foods are becoming prevalent in the segment, especially for white-collar accounts. Among the items prepared by Total Foodservice Direction, a $10 million company serving 30 accounts, are salad dressings, fresh-ground coffee, and homestyle mashed potatoes. In-house bakeries allow splurging on seven-layer cake, hot cobblers, and *torte* Napoleon.

Southern Foodservice Management, which has 100 mostly white-collar accounts and $40 million in sales, has a fresh produce promotion with a farmer's market theme. It hooks into seasonal menus as well as providing take-out sales to employees.

Like many B&I companies, Wakefield, MA-based daka Inc. has served breakfast for some time, though now its importance is especially pronounced. "The growth of breakfast is related to the increase in working couples," says executive vice president Allen Maxwell. "It's part of the social fast lane."

"Bigger Better Biscuits" have helped Canteen Co. compete better in the breakfast daypart. "We found that customers of ours were stopping elsewhere for breakfast. Now we can keep their business," says spokesperson Sheldon Silver. A new steak biscuit has shown promise

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	1986 Units	1986 Sales ($000,000)	1986 Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth	
									Nominal	Real
Contract Feeding In Plants *(primarily cafeteria)*	N/A	2,824	1,199	3.8	3,042	1,292	7.7	4,503	8.2	3.8
Contract Feeding In Business Offices	N/A	981	417	9.7	1,067	454	8.8	1,644	9.0	4.6
Internal Feeding— Plants & Business	3,573	1,694	728	0.7	1,682	723	-0.7	1,760	0.9	-3.2
Waterborne Employees	4,639	282	169	-2.4	276	166	-2.1	303	1.9	-1.7
Mobile On-Street Catering	N/A	668	206	6.5	708	218	6.0	1,025	7.7	3.3
Food Vending Machines *(excluding packaged soft drinks & candy)*	3,088	4,156	1,264	6.6	4,439	1,350	6.8	6,062	6.4	2.1
U.S. Defense Personnel	N/A	N/A	1,992	N/A	N/A	2,046	N/A	N/A	N/A	N/A
Food Furnished To Foodservice Employees	N/A	N/A	4,295	N/A	N/A	4,385	N/A	N/A	N/A	N/A
Total	11,300	10,605	10,270	4.9	11,214	10,754	5.7	15,297	6.4	2.1

Cold Drinks
Snacks
Hot Drinks

ARA Services' "Emporium" concept is part of a whole new series of vending modules, called the Restaurant Collection, now offered by the company to its B&I clients.

as a lunch item as well.

The biscuits are part of the expanding stable of signature menu items for Chicago-based Canteen, the $1.5 billion contract division of TW Services. Other signatures are Canteen's Classy Cookies, 2.5-oz. cookies in five flavors, and Spicy Country Fried Chicken and Spicy Fries.

NUTRITION. Nutritional awareness has certainly risen in the B&I segment. But are customers really practicing healthier eating? "Two years ago, I would have said no," says Joe Fassler, president and COO of Phoenix-based Greyhound Food Management, whose contract feeding division is called Restaura. "Today, I'd definitely say yes." However, Fassler says the bulk of Restaura's business remains centered in traditional food preparation. "Eating habits are changing, but I don't believe healthy dining will ever account for more than 50% of the market."

"People are eating better, but not seven days a week," says Elmont of Creative Gourmet, a regional foodservice contractor with 55 accounts and $35 million in sales. "Look at how they eat gourmet ice cream and jumbo cookies." He says that roast beef, fried chicken, and french fries are popular foods in B&I accounts since they aren't easily prepared at home.

ARA Services has sold between four and five million of its new Treat Yourself Right health-food-like snack bars since their introduction last November. The low-cholesterol, low-calorie, high-fiber snack complements ARA's ongoing Treat Yourself Right nutrition awareness program. The snack bars come in two flavors: peanut butter with a vanilla yogurt coating, and chocolate with a coconut yogurt coating.

MERGERS. In the aftermath of free-wheeling merger activity in the B&I segment, fewer but larger players are bidding against each other for accounts. The offshoot is that regional companies are becoming more professional and competitive.

One company growing through mergers is daka Inc. With $180 million in volume, daka has grown rapidly through new accounts and acquisitions. In 1987, the company added 50 new accounts for a total of more than 400, including 159 B&I and 115 vending accounts. Its most recent merger was with the $1 million Chesapeake Management Services of Owings Mills, MD, in February.

Marriott Corp. acquired Quornden, a facilities management company, in 1987. It is now combining Quornden services with its own foodservice.

Another offspring of a merger is Morrison's Custom Management (MCM), which has recently completed its first year as the B&I division of Mobile, AL-based Morrison Inc., parent of Morrison's Cafeterias, as well as Ruby Tuesday's and L&N Seafood Grill restaurants. Morrison's acquired the former Custom Management Corp. of Kingston, PA, last year. MCM today is a $300 million contract management company that garners 23% of its business from dining services, the rest from education and health care feeding.

MCM's major project for the next few years will be its joint venture with Milco Enterprises of Memphis, to serve the massive General Motors SATURN auto plant in Spring Hill, TN. Expected to open in 1990, the 2,450-acre site will produce 250,000 automobiles annually and employ more than 4,000 workers. Milco primarily will develop multiple Break-Mart convenience store units, offering a variety of goods and services.

For its part, MCM will design a diverse foodservice system for SATURN comprising an estimated 1,200 seats. The program may include traditional "scramble-style" cafeterias as well as some of MCM's specialty concepts such as Daily Deli; Burgers, Etc.; Pepper's Pizza and Pasta; Hook, Line 'n Sinker Seafood; and Cisco's Mexican Fiesta; as well as an A la Cart mobile cart program and catering services.

Merger activity in B&I has also provided opportunities for smaller players, according to Total Foodservice Direction's Gregory, and has created a large pool of qualified managers.

What do operators foresee in the future of B&I? "With companies getting away from subsidies, you'll see better merchandisers, better operators in this segment," says MCM's Joe Byrum. "In three or four years, we'll really shake out the winners."

"I'm very excited about the future," says Marriott's O'Dell. "Too many people say this is a no-growth industry. I don't see a limit for us, following the health, convenience, and service orientation. We've got a great future."

–James Scarpa

21ST ANNUAL RGI

THE STUDENT MARKET

OPERATORS ARE PROVIDING WIDER MENU VARIETY AND NUTRITIOUS FOODS, AT GREATER CONVENIENCE

In the education segment, operators are meeting the challenges of an increasingly sophisticated customer base. Students—even in the lower grades—are demanding more, and foodservice operators are responding by providing wider variety in menu selection, more nutritious foods, and greater convenience.

In 1987, the education segment generated sales of $9.6 billion, an increase of 5.5% over 1986. Part of this growth can be attributed to an increase in student populations as the children of the baby boom generation enter into the school system. In response to this additional pressure, schools are turning to contract feeders to help contain costs and boost program participation. Colleges and universities, in particular, are using contract services in an attempt to keep the lid on skyrocketing costs.

According to RGI data, contract sales grew 8.9% among colleges and universities, while sales at self-operating units grew by 4.1%. "Contract feeders are attractive to colleges that don't have the time or money to meet the demands of today's students," says Clark DeHaven, executive director of the National Association of College and University Foodservices (NACUFS).

"Students have better lifestyles today, and schools want to make campus living as much like home life as possible," says Robert Dorfman, senior vice president of educational services for Marriott Corp. "We find that quality foodservice is now a factor in students' decisions about which college to attend."

The Washington, DC-based company has more than 400 accounts in colleges and universities, generating sales in excess of $450 million. Marriott, says Dorfman, has the resources to provide students with special services through its diverse divisions. Through its hotel division, for example, Marriott provides students with on-campus valet, laundry, and shoe repair services. In addition, Marriott recently introduced JW's, an on-campus convenience store, and JW's Bakery, a retail bakery concept.

Canteen Corp., which operates primarily in the business & industry segment, is treating participants in its college accounts to many of the same amenities it offers B&I customers, including upgraded decor and plate presentations. "In a couple of years, these students are going to be part of that B&I population," points out Sheldon Silver, vice president of marketing for the Chicago-based foodservice company. "So we've been taking food trends that are popular in our company dining accounts and translating them to the college market." Two menu innovations that have gone over well, says Silver, are the Pazzelli Pizza and the Bigger Better Biscuit programs.

Wakefield, MA-based daka Inc. has created a Reactive Management program, in which a group of unit managers hear student complaints, face to face, once a month. Students say they want fresher and lighter meals, and as a result of this program, more poultry and fish are being offered, and yogurt, tofu, and fresh produce are being added to salad bars. One amenity that daka has added in its 67 accounts is bottled water. "The kids love it," says Allen Maxwell, vice president. "It's also cheaper than soda and better for you."

INDEPENDENTS. While contract feeders may be outpacing independent operators, schools that are self-operating claim they have greater control and flexibility. Most self-operating schools are educating students about their pro-

ORD STREET
PICCADILLY CIRCUS
ENGLAND

This foodservice unit in a secondary school features many of Canteen's upgraded merchandising and presentation programs.

grams, and students are becoming more involved in menu planning.

Ron Inlow, foodservice director at the University of Richmond, Richmond, VA, incorporates educational material and lessons in his foodservice program. Managers give tours of the kitchen and share meal planning with students. "We want to show students that we care and that things are not done haphazardly," says Inlow. Once a month, students attend food fairs to test market new entrees and food products. Inlow has found that students most like high-quality, grab-and-go meals. On special occasions, the dining service offers students prepackaged meals to take out.

Margaret Lacey, foodservice director of Cornell University in Ithaca, NY, concentrates on delivery services. A "dial a lunch" service, implemented last year, delivers meals to staff or faculty members' offices, as well as to student dorms and off-campus apartments. This year, the school is creating a late-night service offering pizza and chicken wings and has been renovating dining rooms to look more like restaurants. "These students want the same treatment they'd get if they were eating out," Lacey says.

"Our efforts in the last few years have been towards upgrading," says Jack Kemper, assistant director of housing in charge of dining services at the University of Colorado in Denver. The foodservice operation, which serves about 15,000 meals a day, allows students to use the dining hall at any time, rather than prescribing set meal times. Students can enter the dining hall as many times as they want to in a single day. Because of this, says Kemper, meal-plan participation has increased.

1986: $9,070,000,000
+ 5.4% Sales Growth
1987: $9,571,000,000
+ 5.5% Sales Growth
1992: $12,585,000,000
+ 5.6% Compound Annual Sales Growth

Many University of Colorado students come from affluent families who are used to fine dining, Kemper says, so the university serves restaurant-like entrees. Eggs Benedict, veal Oscar, and calamari steak are regular offerings. At 37%, food costs are higher than at most other schools, says Kemper, "but the students are willing to pay for it."

GRADE SCHOOLS. In secondary and primary schools, foodservice directors are increasing profits through extracurricular catering functions, such as teachers' luncheons and award dinners. In addition, many directors are increasing sales through marketing, offering more variety, and teaching students good nutrition.

"School foodservice, especially self-operating, has had the reputation of serving food that is salty and greasy," says Robert Honson, director of nutrition services, Portland, OR, school district. "That's an image we gave ourselves, because we tried to meet the demands of our customers—that's what they wanted." Today, says Honson, "we are trying to change our customers' tastes. We're teaching them about food that not only tastes good but is good for you. They're responding positively."

Honson's school district has eight staff dietitians who set up educational programs as well as create special sections in the cafeteria. One example is the "Training Table" for athletes. The menu includes complex carbohydrates such as breads, pasta, and vegetables, and offers large portions. "Anyone can select it," says Honson, "but since athletes are usually the trendsetters, we marketed it specifically to them. Eating in the cafeteria used to be unpopular; it isn't anymore."

Sheldon Silver of Canteen says that the trends found in secondary schools are also driving foodservice in elementary schools. Children are more sophisticated at an earlier age, perhaps because they are used to dining out with their parents.

With an increase in the number of younger students and the projected decline in high-school population, most operators need to concentrate on the primary sector, says Honson of Portland School District.

"We're shifting our operations by becoming more efficient in the younger grades. What has become popular in the secondary schools we're offering to the younger kids as well." This includes salad bars, and greater variety in food, in addition to a strong nutrition education program.

–Elizabeth D'Ambrosio

	1986 Units	1986 Sales ($000,000)	1986[3] Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth: Nominal	1987 - 1992 % Compound Annual Sales Growth: Real
School—Internal *(public, parochial, elementary & secondary)*[1]	91,776	3,060	3,040	4.8	3,210	3,134	4.9	4,151	5.3	1.0
School—Contract	(2)	935	335	5.5	988	354	5.7	1,349	6.4	2.1
Colleges, Universities—Internal	2,708	3,193	1,302	4.4	3,324	1,355	4.1	4,038	4.0	-0.6
Colleges, Universities—Contract	(2)	1,882	584	8.3	2,049	636	8.9	3,047	8.2	3.4
Total	94,484	9,070	5,261	5.4	9,571	5,479	5.5	12,585	5.6	1.1

1. Actual cash receipts from children.
2. Total unit count is given in the Internal total.
3. Not including $867,912,173 worth of commodities and milk, a 3.9% increase from 1985.

THE HEALTH CARE MARKET

THOUGH SALES REMAIN SLUGGISH, COST-CUTTING MEASURES MEAN RENEWED OPPORTUNITIES FOR SOME.

The search for new sources of revenue and the increasing competition between independents and contract feeders continue to dominate the health care sector—even while foodservice sales in the sector remain sluggish.

The U.S. health care market, which encompasses hospitals, nursing homes, and specialized care facilities, exhibited negligible sales growth in 1987, according to RGI figures. Total foodservice sales for the year rose by only 3.1% to about $11.9 billion—the lowest rate of increase among all segments of the industry.

This lackluster performance is largely the result of the government's reduction in funding within the hospital-internal subsegment. Government caps on Medicare payments—a system known as Diagnostically Related Groups (DRGs)—have forced hospitals to cut their budgets and operate more efficiently. As a result, patients, now fewer in number, are spending less time in hospitals and more time in out-patient treatment.

"Suddenly, hospitals had to face up to reality," says William Edmundson, president of ARA Service's Healthcare and Nutrition Services division in Chicago. "They found they had to live in a profit-and-loss environment."

While independent foodservice managers struggled to adapt to the new economic parameters, contract feeders—already experienced in bottom-line management policies—moved in, taking over nearly one quarter of the foodservice departments within a few years.

And despite the marginal growth in foodservice sales, many contract feeders tend to view the health care sector as one filled with opportunities—particularly with regard to the larger, high-volume hospitals, says Ralph Rush, a consultant with Technomic Inc. in Chicago. "There is already a high penetration of contract feeders in the segment," he observes, "and they're continuing to target new accounts pretty aggressively."

LOOKING AT SERVICES. Sheldon Silver, director of marketing for Chicago-based Canteen Corp., agrees, saying, "During the last couple of years, DRGs have forced hospitals to look at all services in terms of fiscal responsibility. What many are finding is that private companies can do a better job."

Executives of the contract feeding arm of the giant Washington, DC-based Marriott Corp. see health care as a major growth area for the company. In fact, the company's Food Services and Management (FSM) unit anticipates that its health care business will grow at an annual rate of 15%. The remaining two FSM divisions—B&I and education—are expected to expand at 10%.

Currently, Marriott operates 350 acute-care facilities in the U.S., in addition to 70 retirement and nursing homes. The company plans to expand its health care business into Canada, as well as the Far East and Europe.

One of Marriott's strategies for future growth, however, includes Quornden, a small facilities management firm the company purchased recently. [illegible]ding to Marriott spokesperson [illegible] Boyle, the company intends [illegible]ackage foodservice together with Quornden's sanitation expertise. "As facilities management gets bigger," explains Charles D. O'Dell, a senior vice president, "we will spin it off as a separate entity."

Chicago-based ARA Services is also a major player in the health care market. With 343 health care accounts nationwide—250 of which are acute-care facilities or hospitals—ARA is targeting hospital groups of

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Canteen is entering the life care market with such facilities as the retirement and living center pictured above.

four or more for future growth. According to ARA's Edmundson, his division recently acquired the Paley hospital in Philadelphia. Paley is the third facility of the four-hospital Main Line Health Group ARA has contracted with. "We should hopefully get the fourth one soon," Edmundson says.

At the same time, ARA is marketing a nutritious frozen-food program called "Light and Right" in about 66 hospitals. Developed in conjunction with Baxter Hospital Supply Co., Light and Right offers 15 frozen entrees that are low in sodium, cholesterol, and calories. The entrees are aimed at not only outpatients on restricted diets but employees looking for convenient, nutritious meals. ARA expects to have Light and Right meals in 100 accounts by the end of the year.

LUCRATIVE OPPORTUNITIES. Contract feeders such as Marriott, Canteen, and ARA also view the senior-citizens market in general and life care facilities in particular as lucrative new opportunities for growth. While Edmundson points out that many seniors are "retiring right where they lived," the areas that hold the largest concentration of nursing homes and life care facilities are in the Northeast, Florida, Texas, and California. "The senior market is probably the largest growth area right now," says Edmundson. Substance-abuse centers—which treat drug dependency and alcoholism—form another smaller, albeit growing, area within the health care sector. Leo Skellchock, vice president and co-owner of daka Inc. in Wakefield, MA, notes that "more and more of these centers are coming into existence, and they all require sophisticated foodservice expertise."

1986: $11,530,000,000
+ 2.1% Sales Growth
1987: $11,893,000,000
+ 3.1% Sales Growth
1992: $15,211,000,000
+ 5.0% Compound Annual Sales Growth

According to Skellchock, the centers that daka works with operate programs that run from seven to 28 days. In addition to providing three meals a day, contract feeders may also be required to provide dietary supplements as well as dietitians to counsel patients on what they can and cannot eat.

But experience notwithstanding, contract feeders are also being forced to investigate new sources of revenue. For example, at St. Barnabas Medical Center in Livingston, NJ, the Seiler Corp., based in Waltham, MA, recently leased out space in the hospital to McDonald's. The fast feeder will pay an annual rent of $40,000 and a percentage of profits if sales exceed $1 million. This is the seventh such hospital-based operation for the Oak Brook, IL-based hamburger chain.

Meanwhile, internal operators are rapidly learning how to function efficiently in their new, more demanding economic environment. Angelo Gagliano, director of food and nutrition at the New York Medical Center, a 1,150-bed hospital in Manhattan, says the cook/chill food preparation system allows his department to prepare dishes to inventory. "Among other things, it lets us reduce the number of people we have to put on the tray line," he explains.

Offering upscale meals has also helped boost revenues. New York Medical Center features a special gourmet menu with wine service for a charge of $12 per person. And, says Gagliano, these special meals account for 5% to 7% of all meals.

At the Beth Israel Medical Center in New York City, director of foodservice Carol Sherman is also attempting to develop new sources of revenue. For example, Sherman hired a pastry chef last year and opened a bakeshop in the hospital. In addition to achieving a savings of 30% in ingredient and labor costs for baked goods, the bakeshop provides desserts for all catering jobs—as many as 50 each day.

In addition to preparing patient meals, Beth Israel's foodservice department operates a cafeteria—which includes sandwich and salad bars—as well as coffee and lunch carts. In 1987, the medical center's foodservice department generated sales of about $1.5 million.

Nonetheless, Sherman says that she always has to keep her main goal uppermost in her mind. "Our primary goal is to please the patient," she says. "It's a market where you can't afford to fail."—**Paul Frumkin**

Health Care Market: Foodservice Sales	1986 Units	1986 Sales ($000,000)	1986 Purchases ($000,000)	1986 vs. 1985 % Sales Growth	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth	1992 Sales ($000,000)	1987 - 1992 % Compound Annual Sales Growth	
									Nominal	Real
Hospital–Internal	6,791	7,170	3,208	0.9	7,321	3,275	2.1	8,989	4.2	0.5
Hospital–Nursing Home–Contract	*(1)	1,262	466	6.6	1,347	497	6.7	1,916	7.3	3.5
Other Institutions–Internal *(for specialized care, including nursing and old age homes, orphanages, etc.)*	29,169	3,098	1,903	3.2	3,225	1,981	4.1	4,306	6.0	2.2
Total	35,960	11,530	5,577	2.1	11,893	5,753	3.1	15,211	5.0	1.3

1. Contract units are included in the totals for Hospital–Internal and Other Institutions.

21ST ANNUAL RGI

RGI DEFINITIONS AND STATISTICAL DIRECTORY

RGI DATA SERVES AS AN EXTREMELY VALUABLE TOOL FOR MAKING BUSINESS DECISIONS.

The great value of RGI has two main components. One is the essential absolute data on a metro area, ADI, state, region, and U.S. base. The other component is the way the data can be used to compare geographical entities.

COMPARISON. To illustrate the evaluation process, two metro markets—Phoenix and Oklahoma City—have been selected for comparison purposes and, in the process, to show how to read and what to look for in the data. Both are state capitals, the dominant cities in their states. Both are "magnet" cities that draw customers from beyond the metro boundaries. Phoenix is a major resort center as well as a growing business center. Oklahoma City has the state fair grounds, is centrally located in the state, and is a major job market. Phoenix is more dominant in its state, with 57.7% of the population, while Oklahoma City is home to 29.6% of the state population.

In terms of population, Phoenix, at 0.8% of the U.S. total, is about twice the size of Oklahoma City, at a 0.4% share.

In order to understand Phoenix and Oklahoma City, it is useful to look at the statistics for each metro area: sales; population; Effective Buying Income (EBI) per capita; fast food market share; restaurant market share; and RAI and RGI ratios, which indicate, respectively, the propensity in a given market to dine out, and the fundamental demand for eating out or for takeout.

RAI AND RGI. The starting point for analysis is a comparison of the RAI and the RGI indices of the respective markets. Phoenix's RGI, at 116, indicates that fundamental demand in the Phoenix market could support 16% growth above current levels. However, its RAI of 95 is five points below the national average. In terms of RGI index, Phoenix ranks 26th, or in the top 10% of all metro areas; in contrast, in terms of RAI it is ranked 183, or just above the bottom 40%.

The numbers for Oklahoma City show a reverse pattern. Its RGI is 73, 27% below the point where supply equals demand, indicating a market that is saturated. In contrast, the RAI, at 121, indicates a high propensity to eat out. The RAI rank for Oklahoma City is 42, placing it in the top 15%. The RGI rank is 293—the bottom 10%.

The next set of measures is the share of sales of eating places in the market, broken out by fast food unit sales and by restaurant unit sales. Fast food sales in the Phoenix market constitute 35% of total eating place sales, which is 7.9% below the national average of 38%. In contrast, Oklahoma City has a fast food market share of 46%, 21% above the national average. The situation reverses dramatically when considering restaurant market share. Phoenix's restaurants generated 53% of total eating place sales, 8% above the national average of 49%. Oklahoma City's restaurant market share is only 39%, which is 20% below the national average.

Following the share comparisons, the next step is to examine per capita sales figures. In order to calculate the degree of variation from national averages, the following national averages should be used as a base: U.S. per capita eating place sales are $571; fast food sales are $217; and U.S. per capita restaurant sales are $281. Phoenix is 8% above the national average for per capita eating places, 1% below the national average for fast food, and 16% above the national average in restaurant sales. Phoenix is a solid but not spectacular performer in terms of eating per capita, in the bottom 40% in fast food sales per capita, and the top 25% in restaurant sales per capita.

By comparison, Oklahoma City is a very strong 33% above the national average in per capita eating place sales and 62% above the national average for per capita fast food sales, but only 5% above the national average for restaurants. Oklahoma City is a strong performing market that benefits heavily from being a "magnet" area. Nationwide, the market ranks in the top 10% in eating place sales per capita, in the top 5% in fast food sales per capita, and in the top third in restaurant sales per capita.

And in Effective Buying Power per capita, Phoenix ranks in the top 30%; Oklahoma City ranks in the bottom 45%.

As to population per eating place unit, the U.S. average is 873 individuals per unit. Phoenix is 2.5% above the national average, with 895 individuals per unit, and is ranked in the top 45%. Oklahoma City is 25.4% below average with 651 individuals per eating place unit, placing it in the bottom 5% of all metro areas.

Sales per eating place outlet are $554,419 in Phoenix, 11.2% above the national average. Oklahoma City, at $496,465, is 0.4% below the average.

DEFINITIONS

POPULATION. Updated from the 1980 U.S. Census of population and housing, it is an estimate of the number of people living in an area at the end of the year. It includes people living in colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. Large changes in group-quarters populations are not projected in these forecasts.

Demographic statistics have been estimated via a population component procedure—independent county estimates of births, mortality, and migration. These population components are aggregated and either added to or subtracted from the appropriate benchmark.

Fertility rates, for example, have been projected at their current rate of change. We assume that the pattern of births will continue at its slow but steady rate. Similarly, we have assumed that no major medical advancement will be made over the next few years and that the mortality

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- Ranking: Population Per Unit by ADI, p. 218
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- Ranking: Per Capita Fast Food Sales by ADI, p. 222
- Ranking: Per Capita Restaurant Sales by ADI, p. 224

Information concerning the population, average household size, sales, number of units, and market share is contained in Metro and ADI Reports.

rates that are in effect today will continue unmodified.

PERCENT OF U.S. POP. A market's share of the total U.S. population.

HOUSEHOLD. A household consists of all the people occupying a single housing unit under 1980 Census rules, such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters, which include institutions, college dormitories, and military barracks. Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters.

AVERAGE HOUSEHOLD SIZE. Total population divided by the number of households. Depending upon whether it is above or below the U.S. average, it is used as a rough indicator of the relative importance of family-type units or single-person units in a local area.

However, the figure can be artificially high in those relatively few counties where there is a disproportionate share of college, military, or other types of institutional population. The people living in such groups are part of the population total, but their dwellings are not part of the household total. Thus the disparity in these figures.

EFFECTIVE BUYING INCOME (EBI). Personal income less personal tax and nontax payments, also known as Disposable Personal Income.

EATING AND DRINKING PLACES. Includes establishments selling prepared foods and drinks for consumption on or near the premises or for takeout; lunch counters and refreshment stands selling prepared foods and drinks for immediate food contractors; and leased eating and/or drinking concessions in theaters, hotels, amusement parks, etc. Restaurants and lunch counters operated by department stores are classified in the General Merchandise Group; those operated by hotels are classified in the Hotels Group.

EATING PLACES. Includes retail sales and units of restaurants and lunch rooms, social cafeterias, fast food sales, contract feeding, and ice cream and frozen custard stands. Excludes drinking place sales and units.

RESTAURANTS. Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating for at least 15 patrons. These establishments often serve alcoholic beverages.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods and nonalcoholic beverages are classified as "drinking places."

FAST FOOD. Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments that prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for carry-out consumption.

MARKET SHARE. Represents the percent of eating places from fast food units or from restaurants. It is indicative of customer preference of these types of establishments in that area.

RESTAURANT ACTIVITY INDEX (RAI). The percent of U.S. eating place sales divided by the percent of U.S. food store sales, expressed as an index. An index greater than 100 indicates a greater than average propensity to eat out rather than at home.

RESTAURANT GROWTH INDEX (RGI). The RGI is designed to show the relationship between restaurant supply and demand in each market as an index. When supply equals demand, the index is 100. The amount by which the RGI exceeds 100 represents the proportion of growth potential present; for example, an index of 120 means that the market's demand could support 20% growth. When the market is saturated, and supply exceeds demand, the index will drop below 100.

Demand is measured by six factors:

- Market's share of U.S. employed persons.
- Market's share of U.S. working women.
- Market's share of U.S. households with effective buying income of $25,000 or more.

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- Market's share of U.S. eating place sales.
- Market's share of U.S. hotel and motel receipts.
- Market's share of U.S. population age 14 and under, and 25 to 44.

These factors are given equal weight and added together to create the demand portion of the equation (i.e., A+B+C +D+E+F divided by 6).

Supply is measured by the percentage of U.S. total eating places located in the market.

The RGI is created by dividing demand by supply, and multiplying the result by 100, so that the final figure will be in index form.

TELEVISION MARKETS. The TV markets are the American Research Bureau's Areas of Dominant Influence (ADIs). ARBITRON studies each county for its measurable viewing patterns. The hours of viewing attributed to each TV station whose signal reached the county are totaled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name for that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARBITRON splits certain counties, treating each portion as if it were a separate county.) Each county (or portion) is allocated to a single ADI; thus overlap is eliminated. All of the United States is covered except for Hawaii and Alaska.

METROPOLITAN STATISTICAL AREAS (MSAs). In the Restaurant Growth Index, metropolitan markets are identical to the Federal government's definition of MSAs or PMSAs (Primary Metropolitan Statistical Areas), except in New England, where NECMAs (New England County Metropolitan Areas) are used. These metropolitan markets are counties or groups of counties that meet certain criteria of metropolitan character.

The basic criteria for metropolitan areas are:

1) Each metropolitan statistical area must include a city that, with contiguous and densely settled territory, constitutes a Census Bureau-defined urbanized area with at least 50,000 population.

2) If a metropolitan statistical area's largest city has less than a 50,000 population, the area must have a total population of at least 100,000.

Thus, a city of 50,000 or an urbanized area surrounding a city with 50,000 and a population density of 1,000 per square mile becomes a test of the metropolitan character of an area. The county or counties in which the city or urbanized area is located, plus surrounding counties with heavy commuting between themselves and the core counties and population density sufficient to establish them as metropolitan, are designated as the metropolitan area.

Certain areas meet many tests of metropolitan character, but are located within larger, dominating metropolitan statistical areas of one million or more population. To preserve the identity of these areas within the large, "mega-metropolitan area," the government devised a second level of metropolitan criteria. These criteria identify, within metropolitan areas of at least one million population, subareas that are called Primary Metropolitan Statistical Areas (PMSAs). A county or counties that express strong local opinion to be identified as a PMSA must have:

1) At least a 100,000 population.

2) At least 60% of its population urban.

3) Less than 50% of resident workers commuting to jobs outside the county.

The Restaurant Growth Index treats MSAs and PMSAs as equivalent areas, so that the most locally identifiable area that qualifies as metropolitan will be the one appearing in the statistical tables.

In New England, the official MSA definitions are based on cities and towns rather than counties. Because the Restaurant Growth Index is developed from a county-level data base, we use New England County Metropolitan Areas (NECMAs) in the six New England states. NECMAs are determined by using the MSA standards as described above.

This information was provided by Market Statistics, a division of Bill Communications. All data are copyrighted by Restaurant Business *and* Sales & Marketing Management *magazines. Complete reprints of the RGI section are available at a cost of $5 per copy from: Editor, Restaurant Business, 633 Third Ave., New York, NY 10017.*

FOOTNOTE TO SALES FIGURES

Adjustment of Eating Place sales figures to be comparable to the approach of Current Retail Trade Reports.

After adjustments for differences in what Current Retail Trade Reports includes in Eating Place sales, both in what is included in reported sales by segment and the segments themselves, the Eating Place sales figure in Knapp's forecast and analysis section rises from $128,531,000,000 to $143,825,000,000, an increase of $15,294,000,000 or 11.9%.

Components of adjustment are:

1. Nonpayroll establishments—Knapp, following the merchandise line convention, includes only establishments with payrolls. Adjusting for nonpayroll establishments adds $2,717,000,000.
2. Merchandise lines—Knapp includes only sales of food (meals, snacks, and nonalcoholic beverages) and alcoholic beverages. Adjusting for total sales adds $1,701,000,000.
3. Contract feeders—Knapp does not include contract feeders in Eating Places as current Retail Trade Reports does, but rather, shows sales in the segments they serve. Adjusting for the inclusion of contract feeders adds $10,876,000,000, a figure higher than the Census of Retail Trade.

Adjustments of Drinking Place sales figures to be comparable to Current Retail Trade Reports.

Components of adjustment are:

1. Nonpayroll establishments—Knapp includes only establishments with payrolls, following the merchandise line convention. Adjusting for nonpayroll establishments adds $1,085,000,000.
2. Merchandise lines—Knapp includes only sales of food (meals, snacks, and nonalcoholic beverages) and alcoholic beverages. Adjusting for total sales adds $868,000,000.

The adjusted Drinking Place sales figure changes from $9,434,000,000 to $11,387,000,000, an increase of $1,953,000,000 or 20.7%.

The adjusted Eating & Drinking Place sales figure goes from $137,965,000,000 to $155,212,000,000, an increase of $17,247,000,000 or 12.5%.

SOURCE: MALCOLM M. KNAPP INC.

METROPOLITAN STATISTICAL AREAS

The definitions of each Metropolitan Statistical Area (MSA) as covered in the Restaurant Growth Index and defined by the Federal Government.

A

Abilene, TX—Taylor

Akron, OH—Portage, Summit

Albany, GA—Dougherty, Lee

Albany-Schenectady-Troy, NY—Albany, Greene, Montgomery, Rensselaer,Saratoga, Schenectady

Albuquerque, NM—Bernalillo

Alexandria, LA—Rapides

Allentown-Bethlehem, PA—

  New Jersey Portion—Warren

  Pennsylvania Portion—Carbon, Lehigh, Northampton

Altoona, PA—Blair

Amarillo, TX—Potter, Randall

Anaheim-Santa Ana, CA—Orange

Anchorage, AK—Anchorage

Anderson, IN—Madison

Anderson, SC—Anderson

Ann Arbor, MI—Washtenaw

Anniston, AL—Calhoun

Appleton-Oshkosh-Neenah, WI—Calumet, Outagamie, Winnebago

Asheville, NC—Buncombe

Ashland, KY (See Huntington-Ashland)

Athens, GA—Clarke, Jackson, Madison, Oconee

Atlanta, GA—Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinett, Henry, Newton, Paulding, Rockdale, Spalding, Walton

Atlantic City, NJ—Atlantic, Cape May

Attleboro, MA (See New Bedford-Fall River-Attleboro)

Auburn, ME (See Lewiston-Auburn)

Augusta, GA—

  Georgia Portion—Columbia, McDuffie, Richmond

  South Carolina Portion—Aiken

Aurora-Elgin, IL—Kane, Kendall

Austin, TX—Hays, Travis, Williamson

B

Bakersfield, CA—Kern

Baltimore, MD—Anne Arundel, Baltimore, Baltimore City, Carroll, Hartford, Howard, Queen Anne's

Bangor, ME—Penobscot

Baton Rouge, LA—Ascension, East Baton Rouge, Livingston, West Baton Rouge

Battle Creek, MI—Calhoun

Bay City, MI (See Saginaw-Bay City-Midland)

Beaumont-Port Arthur, TX—Hardin, Jefferson, Orange

Beaver County, PA—Beaver

Bellingham, WA—Whatcom

Beloit, WI (See Janesville-Beloit)

Benton Harbor, MI—Berrien

Bergen-Passaic, NJ—Bergen, Passaic

Bethlehem, PA (See Allentown-Bethlehem)

Billings, MT—Yellowstone

Biloxi-Gulfport, MS—Hancock, Harrison

Binghamton, NY—Broome, Tioga

Birmingham, AL—Blount, Jefferson, St. Clair, Shelby, Walker

Bismarck, ND—Burleigh, Morton

Bloomington, IN—Monroe

Bloomington-Normal, IL—McLean

Boca Raton, FL (See West Palm Beach-Boca Raton-Delray Beach)

Boise, ID—Ada

Boston-Lawrence-Salem-Lowell-Brockton, MA—Essex, Middlesex, Norfolk, Plymouth, Suffolk

Boulder-Longmont, CO—Boulder

Bradenton, FL—Manatee

Brazoria, TX—Brazoria

Bremerton, WA—Kitsap

Bridgeport-Stamford-Norwalk-Danbury, CT—Fairfield

Bridgeton, NJ (See Vineland-Milville-Bridgeton)

Bristol, CT (See Hartford-New Britain-Middletown-Bristol)

Bristol, TN (See Johnson City-Kingsport-Bristol)

Brockton, MA (See Boston-Lawrence-Salem-Lowell-Brockton)

Brownsville-Harlingen, TX—Cameron

Bryan-College Station, TX—Brazos

Buffalo, NY—Erie

BUFFALO-NIAGARA FALLS CONSOLIDATED AREA—Metro Areas: Buffalo, Niagara Falls

Burlington, NC—Alamance

Burlington, VT—Chittenden, Grande Isle

C

Canton, OH—Carroll, Stark

Casper, WY—Natrona

Cedar Falls, IA (See Waterloo-Cedar Falls)

Cedar Rapids, IA—Linn

Champaign-Urbana-Rantoul, IL—Champaign

Charleston, SC—Berkeley, Charleston, Dorchester

Charleston, WV—Kanawha, Putnam

Charlotte-Gastonia-Rock Hill, NC-SC—

  North Carolina Portion—Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan, Union

  South Carolina Portion—York

Charlottesville, VA—Albemarle, Charlottesville, Fluvanna, Greene

Chattanooga, TN—

  Georgia Portion—Catoosa, Dade, Walker

  Tennessee Portion—Hamilton, Marion, Sequatchie

Cheyenne, WY—Laramie

Chicago, IL—Cook, DuPage, McHenry

CHICAGO-GARY-LAKE COUNTY CONSOLIDATED AREA—Metro Areas: Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA—Butte

Cincinnati, OH—

  Indiana Portion—Dearborn

  Kentucky Portion—Boone, Campbell, Kenton

  Ohio Portion—Clermont, Hamilton, Warren

CINCINNATI-HAMILTON CONSOLIDATED AREA—Metro Areas: Cincinnati, Hamilton-Middletown, OH

Clarksville-Hopkinsville, TN-KY—

  Kentucky Portion—Christian

  Tennessee Portion—Montgomery

Clearwater, FL (See Tampa-St. Petersburg-Clearwater)

Cleveland, OH—Cuyahoga, Geauga Lake, Medina

CLEVELAND-AKRON-LORAIN CONSOLIDATED AREA—Metro Areas: Akron, Cleveland, Lorain-Elyria, OH

College Station, TX (See Bryan-College Station)

Colorado Springs, CO—El Paso

Columbia, MO—Boone

Columbia, SC—Lexington, Richland

Columbus, GA—

  Alabama Portion—Russell

  Georgia Portion—Chattahoochee, Muscogee

Columbus, OH—Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, Union

Corpus Christi, TX—Nueces, San Patricio

Cumberland, MD—

  Maryland Portion—Allegany

  West Virginia Portion—Mineral

D

Dallas, TX—Collin, Dallas, Denton, Ellis, Kaufman, Rockwall

DALLAS-FORT WORTH CONSOLIDATED AREA—Metro Areas: Dallas, Fort Worth-Arlington, TX

Danbury, CT (See Bridgeport-Stamford-Norwalk-Danbury)

Danville, VA—Danville, Pittsylvania

Davenport-Rock Island-Moline, IL-IA—

  Illinois Portion—Henry, Rock Island

  Iowa Portion—Scott

Dayton-Springfield, OH—Clarke, Greene, Miami, Montgomery

Daytona Beach, FL—Volusia

Decatur, AL—Morgan

Decatur, IL—Macon

Delray Beach, FL (See West Palm Beach-Boca Raton-Delray Beach)

Denison, TX (See Sherman-Denison)

Denver, CO—Adams,

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METROPOLITAN STATISTICAL AREAS

Arapahoe, Denver, Douglas, Jefferson
DENVER-BOULDER CONSOLIDATED AREA—Metro Areas: Boulder-Longmont, Denver, CO
Des Moines, IA—Dallas, Polk, Warren
Detroit, MI—Lapeer, Livingston, Macomb, Monroe, Oakland, St.Clair, Wayne
DETROIT-ANN ARBOR CONSOLIDATED AREA—Metro Area: Ann Arbor, Detroit, MI
Dothan, AL—Dale, Houston
Dubuque, IA—Dubuque
Duluth, MN—
  Minnesota Portion—St. Louis
  Wisconsin Portion—Douglas
Durham, NC (See Raleigh-Durham)

E

East Lansing, MI (See Lansing-East Lansing)
Eau Claire, WI—Chippewa, Eau Claire
Edinburg, TX (See McAllen-Edinburg-Mission)
El Paso, TX—El Paso
Elgin, IL (See Aurora-Elgin)
Elkhart-Goshen, IN—Elkhart
Elmira, NY—Chemung
Elyria, OH (See Lorain-Elyria)
Enid, OK—Garfield
Erie, PA—Erie
Eugene-Springfield, OR—Lane
Evansville, IN—
  Indiana Portion—Posey, Vanderburgh, Warrick
  Kentucky Portion—Henderson

F

Fairfield, CA (See Vallejo-Fairfield-Napa)
Fall River, MA (See New Bedford-Fall River-Attleboro)
Fargo-Moorhead, ND-MN—
  Minnesota Portion—Clay
  North Dakota Portion—Cass
Fayetteville, NC—Cumberland
Fayetteville-Springdale, AR—Washington
Fitchburg, MA (See Worcester-Fitchburg-Leominster)
Flint, MI—Genesee
Florence, AL—Colbert, Lauderdale
Florence, SC—Florence
Fort Collins-Loveland, CO—Larimer
Fort Lauderdale-Hollywood-Pompano Beach, FL—Broward
Fort Myers-Cape Coral, FL—Lee
Fort Pierce, FL—Martin, St. Lucie
Fort Smith, AR—
  Arkansas Portion—Crawford, Sebastian
  Oklahoma Portion—Sequoyah
Fort Walton Beach, FL—Okaloosa
Fort Wayne, IN—Allen, DeKalb, Whitley
Fort Worth-Arlington, TX—Johnson, Parker, Tarrant
Fresno, CA—Fresno

G

Gadsden, AL—Etowah
Gainesville, FL—Alachua, Bradford
Galveston-Texas City, TX—Galveston
Gary-Hammond, IN—Lake, Porter
Gastonia, NC (See Charlotte-Gastonia-Rock Hill)
Glens Falls, NY—Warren, Washington
Goshen, IN (See Elkhart-Goshen)
Grand Forks, ND—Grand Forks
Grand Rapids, MI—Kent, Ottawa
Great Falls, MT—Cascade
Greeley, CO—Weld
Green Bay, WI—Brown
Greensboro-Winston-Salem-High Point, NC—Davidson, Davie, Forsyth, Guilford, Randolph, Stokes, Yadkin

H

Greenville-Spartanburg, SC—Greenville, Pickens, Spartanburg
Gulfport, MS (See Biloxi-Gulfport)
Hagerstown, MD—Washington
Hamilton-Middletown, OH—Butler
Hammond, IN (See Gary-Hammond)
Harlingen, TX (See Brownsville-Harlingen)
Harrisburg-Lebanon-Carlisle, PA—Cumberland, Dauphin, Lebanon, Perry
Hartford-New Britain-Middletown-Bristol, CT—Hartford, Middlesex, Tolland
Hickory, NC—Alexander, Burke, Catawba
High Point, NC (See Greensboro-Winston-Salem-High Point)
Hollywood, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Honolulu, HI—Honolulu
Hopkinsville, TN (See Clarksville-Hopkinsville)
Houma-Thibodaux, LA—Lafourche, Terrelbonne
Houston, TX—Fort Bend, Harris, Liberty, Montgomery, Waller
HOUSTON-GALVESTON-BRAZORIA CONSOLIDATED AREA—Metro Areas: Brazoria, Galveston-Texas City, Houston, TX
Huntington-Ashland, WV-KY—
  Kentucky Portion—Boyd, Carter, Greenup
  Ohio Portion—Lawrence
  West Virginia Portion—Cabell, Wayne
Huntsville, AL—Madison

I&J

Indianapolis, IN—Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, Shelby
Iowa City, IA—Johnson
Jackson, MI—Jackson
Jackson, MS—Hinds, Madison, Rankin
Jackson, TN—Madison
Jacksonville, FL—Clay, Duval, Nassau, St. Johns
Jacksonville, NC—Onslow
Janesville-Beloit, WI—Rock
Jersey City, NJ—Hudson
Johnson City-Kingsport-Bristol, TN-VA—
  Tennessee Portion—Carter, Hawkins, Sullivan, Unicol, Washington
  Virginia Portion—Bristol, Scott, Washington
Johnstown, PA—Cambria, Somerset
Joliet, IL—Grundy, Will
Joplin, MO—Jasper, Newton

K

Kalamazoo, MI—Kalamazoo
Kankakee, IL—Kankakee
Kansas City, MO-KS—
  Kansas Portion—Johnson, Leavenworth, Miami, Wyandotte
  Missouri Portion—Cass, Clay, Jackson, Lafayette, Platte, Ray
Kennewick, WA (See Richland-Kennewick-Pasco)
Kenosha, WI—Kenosha
Killeen-Temple, TX—Bell, Coryell
Kingsport, TN (See Johnson City-Kingsport-Bristol)
Knoxville, TN—Anderson, Blount, Grainger, Jefferson, Knox, Sevier, Union
Kokomo, IN—Howard, Tipton

L

La Crosse, WI—La Crosse
Lafayette-West Lafayette, IN—Tippecanoe
Lafayette, LA—Lafayette, St. Martin
Lake Charles, LA—Calcasieu
Lake County, IL—Lake
Lakeland-Winter Haven, FL—Polk
Lancaster, PA—Lancaster
Lansing-East Lansing, MI—Clinton, Eaton, Ingham
Laredo, TX—Webb
Las Cruces, NM—Dona Ana
Las Vegas, NV—Clark
Lawrence, KS—Douglas
Lawrence, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lawton, OK—Comanche
Leominster, MA (See Worcester-Fitchburg-Leominster)
Lewiston-Auburn, ME—Androscoggin
Lexington-Fayette, KY—Bourbon, Clark, Fayette, Jessamine, Scott, Woodford
Lima, OH—Allen, Auglaize
Lincoln, NE—Lancaster
Little Rock-North Little Rock, AR—Faulkner, Lonoke, Pulaski, Saline
Lompoc, CA (See Santa Barbara-Santa Maria-Lompoc)
Long Beach, CA (See Los Angeles-Long Beach)
Longmont, CO (See Boulder-Longmont)
Longview-Marshall, TX—Gregg, Harrison
Lorain-Elyria, OH—Lorain
Los Angeles-Long Beach, CA—Los Angeles

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METROPOLITAN STATISTICAL AREAS

LOS ANGELES-ANAHEIM-RIVERSIDE CONSOLIDATED AREA—Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernardino, CA

Louisville, KY—
  Indiana Portion—Clark, Floyd, Harrison
  Kentucky Portion—Bullitt, Jefferson, Oldham, Shelby

Loveland, CO (See Fort Collins-Loveland)

Lowell, MA (See Boston-Lawrence-Salem-Lowell-Brockton)

Lubbock, TX—Lubbock

Lynchburg, VA—Amherst, Campbell, Lynchburg

M

McAllen-Edinburg-Mission, TX—Hidalgo

Macon-Warner Robins, GA—Bibb, Houston, Jones, Peach

Madison, WI—Dane

Manchester-Nashua, NH—Hillsborough

Mansfield, OH—Richland

Marietta, OH (See Parkersburg-Marietta)

Marshall, TX (See Longview-Marshall)

Medford, OR—Jackson

Melbourne-Titusville-Palm Bay, FL—Brevard

Memphis, TN—
  Arkansas Portion—Crittenden
  Mississippi Portion—DeSota
  Tennessee Portion—Shelby, Tipton

Merced, CA—Merced

Meriden, CT (See New Haven-Waterbury-Meriden)

Miami-Hialeah, FL—Dade

MIAMI-FORT LAUDERDALE CONSOLIDATED AREA—Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL

Middlesex-Somerset-Hunterdon, NJ—Hunterdon, Middlesex, Somerset

Middletown, CT (See Hartford-New Britain-Middletown-Bristol)

Middletown, OH (See Hamilton-Middletown)

Midland, MI (See Saginaw-Bay City-Midland)

Midland, TX—Midland

Millville, NJ (See Vineland-Millville-Bridgeton)

Milwaukee, WI—Milwaukee, Ozaukee, Washington, Waukesha

MILWAUKEE-RACINE CONSOLIDATED AREA—Metro Areas: Milwaukee, Racine, WI

Minneapolis-St. Paul, MN—
  Minnesota Portion—Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright
  Wisconsin Portion—St. Croix

Mishawaka, IN (See South Bend-Mishawaka)

Mission, TX (See McAllen-Edinburg-Mission)

Mobile, AL—Baldwin, Mobile

Modesto, CA—Stanislaus

Moline, IL (See Davenport-Rock Island-Moline)

Monmouth-Ocean, NJ—Monmouth, Ocean

Monroe, LA—Ouachita

Monterey, CA (See Salinas-Seaside-Monterey)

Montgomery, AL—Autauga, Elmore, Montgomery

Moorehead, MN (See Fargo-Moorehead)

Muncie, IN—Delaware

Muskegon, MI—Muskegon

N

Napa, CA (See Vallejo-Fairfield-Napa)

Naples, FL—Collier

Nashua, NH (See Manchester-Nashua)

Nashville, TN—Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau-Suffolk, NY—Nassau, Suffolk

Neenah, WI (See Appleton-Oshkosh-Neenah)

Newark, NJ—Essex, Morris, Sussex, Union

New Bedford-Fall River-Attleboro, MA—Bristol

New Britain, CT (See Hartford-New Britain-Middletown, Bristol)

New Haven-Waterbury-Meriden, CT—New Haven

New London-Norwich, CT—New London

New Orleans, LA—Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, St. Tammany

Newport News, VA (See Norfolk-Virginia Beach-Newport News)

New York, NY—Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, Westchester

NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA—Metro Areas: Bergen-Passaic, NJ; Bridgeport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY

Niagara Falls, NY—Niagara

Norfolk-Virginia Beach-Newport News, VA—Chesapeake, Gloucester, Hampton, James City, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, Williamsburg, York

Normal, IL (See Bloomington-Normal)

North Little Rock, AR (See Little Rock-North Little Rock)

Norwalk, CT (See Bridgeport-Stamford-Norwalk-Danbury)

Norwich, CT (See New London-Norwich)

O

Oakland, CA—Alameda, Contra Costa

Ocala, FL—Marion

Odessa, TX—Ector

Ogden, UT (See Salt Lake City-Ogden)

Oklahoma City, OK—Canadian, Cleveland, Logan, McClain, Oklahoma, Pottawatomie

Olympia, WA—Thurston

Omaha, NE—
  Iowa Portion—Pottawatamie
  Nebraska Portion—Douglas, Sarpy, Washington

Orange County, NY—Orange

Orem, UT (See Provo-Orem)

Orlando, FL—Orange, Osceola, Seminole

Oshkosh, WI (See Appleton-Oshkosh-Neenah)

Owensboro, KY—Daviess

Oxnard-Ventura, CA—Ventura

P

Palm Bay, FL (See Melbourne-Titusville-Palm Bay)

Panama City, FL—Bay

Parkersburg-Marietta, WV-OH—
  Ohio Portion—Washington
  West Virginia Portion—Wood

Pascagoula, MS—Jackson

Pasco, WA (See Richland-Kennewick-Pasco)

Passaic, NJ (See Bergen-Passaic)

Pawtucket, RI (See Providence-Pawtucket-Woonsocket)

Pensacola, FL—Escambia, Santa Rosa

Peoria, IL—Peoria, Tazewell, Woodford

Petersburg, VA (See Richmond-Petersburg)

Philadelphia, PA—
  New Jersey Portion—Burlington, Camden, Gloucester
  Pennsylvania Portion—Bucks, Chester, Delaware, Montgomery, Philadelphia

PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA—Metro Areas: Philadelphia, PA; Trenton, Millville-Bridgeton, NJ; Wilmington, DE

Phoenix, AZ—Maricopa

Pine Bluff, AR—Jefferson

Pittsburgh, PA—Allegheny, Fayette, Washington, Westmoreland

PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA—Metro Areas: Beaver County, Pittsburgh, PA

Pittsfield, MA—Berkshire

Pompano Beach, FL (See Fort Lauderdale-Hollywood-Pompano Beach)

Port Arthur, TX (See Beaumont-Port Arthur)

Portland, ME—Cumberland

Portland, OR—Clackamas, Multnomah, Washington, Yamhill

PORTLAND-VANCOUVER CONSOLIDATED AREA—Metro Areas: Portland, OR; Vancouver, WA

Portsmouth-Dover-Rochester, NH—Rockingham, Strafford

Poughkeepsie, NY—Dutchess

Providence-Pawtucket-Woonsocket, RI—Bristol, Kent, Providence, Washington

Provo-Orem, UT—Utah

Pueblo, CO—Pueblo

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METROPOLITAN STATISTICAL AREAS

R

Racine, WI—Racine
Raleigh-Durham, NC—Durham, Franklin, Orange, Wake
Rantoul, IL (See Champaign-Urbana-Rantoul)
Rapid City, SD—Pennington
Reading, PA—Berks
Redding, CA—Shasta
Reno, NV—Washoe
Richland-Kennewick-Pasco, WA—Benton, Franklin
Richmond-Petersburg, VA—Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Pawhatan, Prince George, Richmond City
Riverside-San Bernardino, CA—Riverside, San Bernardino
Roanoke, VA—Botetourt, Roanoke, Roanoke City, Salem City
Rochester, MN—Olmsted
Rochester, NY—Livingston, Monroe, Ontario, Orleans, Wayne
Rockford, IL—Boone, Winnebago
Rock Hill, SC (See Charlotte, Gastonia, Rock Hill)
Rock Island, IL (See Davenport-Rock Island-Moline)
Rome, NY (See Utica-Rome)

S

Sacramento, CA—El Dorado, Placer, Sacramento, Yolo
Saginaw-Bay City-Midland, MI—Bay, Midland, Saginaw
St. Cloud, MN—Benton, Sherburne, Stearns
St. Joseph, MO—Buchanan
St. Louis, MO-IL—
  Illinois Portion—Clinton, Jersey, Madison, Monroe, St. Clair
  Missouri Portion—Franklin, Jefferson, St. Charles, St. Louis, St. Louis City
St. Paul, MN (See Minneapolis-St. Paul)
St. Petersburg, FL (See Tampa-St. Petersburg-Clearwater)
Salem, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Salem, OR—Marion, Polk
Salinas-Seaside-Monterey, CA—Monterey
Salt Lake City-Ogden, UT—Davis, Salt Lake, Weber
San Angelo, TX—Tom Green
San Antonio, TX—Bexar, Comal, Guadalupe
San Bernardino, CA (See Riverside-San Bernardino)
San Diego, CA—San Diego
San Francisco, CA—Marin, San Francisco, San Mateo
SAN FRANCISCO-OAKLAND-SAN JOSE CONSOLIDATED AREA—Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA
San Jose, CA—Santa Clara
Santa Ana, CA (See Anaheim-Santa Ana)
Santa Barbara-Santa Maria-Lompoc, CA—Santa Barbara
Santa Cruz, CA—Santa Cruz
Santa Fe, NM—Los Alamos, Santa Fe
Santa Maria, CA (See Santa Barbara-Santa Maria-Lompoc)
Santa Rosa-Petaluma, CA—Sonoma
Sarasota, FL—Sarasota
Savannah, GA—Chatham, Ellingham
Schenectady, NY (See Albany-Schenectady-Troy)
Scranton-Wilkes-Barre, PA—Columbia, Lackawanna, Luzerne, Monroe, Wyoming
Seaside, CA (See Salinas-Seaside-Monterey)
Seattle, WA—King, Snohomish
SEATTLE-TACOMA CONSOLIDATED AREA—Metro Areas: Seattle, Tacoma, WA
Sharon, PA—Mercer
Sheboygan, WI—Sheboygan
Sherman-Denison, TX—Grayson
Shreveport, LA—Bossier, Caddo
Sioux City, IA—
  Iowa Portion—Woodbury
  Nebraska Portion—Dakota
Sioux Falls, SD—Minnehaha
South Bend-Mishawaka, IN—St. Joseph
Spartanburg, SC (See Greenville-Spartanburg)
Spokane, WA—Spokane
Springdale, AR (See Fayetteville-Springdale)
Springfield, IL—Menard, Sangamon
Springfield, MA—Hampden, Hampshire
Springfield, OH (See Dayton-Springfield)
Springfield, OR (See Eugene-Springfield)
Stamford, CT (See Bridgeport-Stamford-Norwalk-Danbury)
State College, PA—Centre
Steubenville-Weirton, OH-WV—
  Ohio Portion—Jefferson
  West Virginia Portion—Brooke, Hancock
Stockton, CA—San Joaquin
Syracuse, NY—Madison, Onondaga, Oswego

T

Tacoma, WA—Pierce
Tallahassee, FL—Gadsden, Leon
Tampa-St. Petersburg-Clearwater, FL—Hernando, Hillsborough, Pasco, Pinellas
Temple, TX (See Killeen-Temple)
Terre Haute, IN—Clay, Vigo
Texarkana, TX-AR—
  Arkansas Portion—Miller
  Texas Portion—Bowie
Texas City, TX (See Galveston-Texas City)
Titusville, FL (See Melbourne-Titusville-Palm Bay)
Toledo, OH—Fulton, Lucas, Wood
Topeka, KS—Shawnee
Trenton, NJ—Mercer
Troy, NY (See Albany-Schenectady-Troy)
Tucson, AZ—Pima
Tulsa, OK—Creek, Osage, Rogers, Tulsa, Wagoner
Tuscaloosa, AL—Tuscaloosa
Tyler, TX—Smith

U&V

Urbana, IL (See Champaign-Urbana-Rantoul)
Utica-Rome, NY—Herkimer, Oneida
Vallejo-Fairfield-Napa, CA—Napa, Solano
Vancouver, WA—Clark
Ventura, CA (See Oxnard-Ventura)
Victoria, TX—Victoria
Vineland-Millville-Bridgeton, NJ—Cumberland
Virginia Beach, VA (See Norfolk-Virginia Beach-Newport News)
Visalia-Tulare-Porterville, CA—Tulare

W&Y

Waco, TX—McLennan
Warren, OH (See Youngstown-Warren)
Washington, DC—
  District of Columbia Portion—District of Columbia
  Maryland Portion—Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion—Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudoun, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven-Waterbury-Meriden)
Waterloo-Cedar Falls, IA—Black Hawk, Bremer
Wausau, WI—Marathon
Weirton, OH (See Steubenville-Weirton)
West Palm Beach-Boca Raton-Delray Beach, FL—Palm Beach
Wheeling, WV—
  Ohio Portion—Belmont
  West Virginia Portion—Marshall
Wichita, KS—Butler, Sedgwick
Wichita Falls, TX—Wichita
Wilkes-Barre, PA (See Scranton-Wilkes-Barre)
Williamsport, PA—Lycoming
Wilmington, DE—
  Delaware Portion—New Castle
  Maryland Portion—Cecil
  New Jersey Portion—Salem
Wilmington, NC—New Hanover
Winston-Salem, NC (See Greensboro-Winston-Salem-High Point)
Winter Haven, FL (See Lakeland-Winter Haven)
Woonsocket, RI (See Providence-Pawtucket-Woonsocket)
Worcester-Fitchburg-Leominster, MA—Worcester
Yakima, WA—Yakima
York, PA—Adams, York
Youngstown-Warren, OH—Mahoning, Trumbull
Yuba City, CA—Sutter, Yuba

REGIONAL SUMMARY

	12/31/87			1987									
						Eating Place		Fast Food		Restaurant			
REGION State	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Connecticut	3,242.5	1.3201	2.73	17,696	2,606,333	2,427,457	4,110	725,035	30	1,329,402	55	110	98
Maine	1,191.8	.4852	2.69	11,746	786,336	763,885	1,653	274,076	36	423,127	55	92	83
Massachusetts	5,884.1	2.3956	2.67	15,691	5,438,655	5,075,764	7,846	1,360,178	27	2,892,055	57	131	102
New Hampshire	1,060.1	.4316	2.69	14,501	788,361	771,694	1,504	223,133	29	468,875	61	85	91
Rhode Island	990.0	.4031	2.73	13,490	720,468	661,024	1,304	201,857	31	382,100	58	111	86
Vermont	550.3	.2241	2.67	11,741	408,910	379,952	829	102,406	27	230,735	61	93	88
NEW ENGLAND	**12,918.8**	**5.2597**	**2.69**	**15,396**	**10,749,063**	**10,079,776**	**17,246**	**2,886,685**	**29**	**5,726,294**	**57**	**114**	**97**
New Jersey	7,728.6	3.1465	2.73	16,628	4,517,623	3,954,591	8,361	1,175,251	30	2,117,189	54	76	131
New York	17,964.0	7.3136	2.67	15,014	10,994,956	10,211,271	21,643	2,715,344	27	5,599,940	55	95	96
Pennsylvania	11,973.4	4.8747	2.65	12,940	6,263,727	5,640,770	12,575	1,994,593	35	2,769,849	49	82	97
MIDDLE ATLANTIC	**37,666.0**	**15.3348**	**2.67**	**14,686**	**21,776,306**	**19,806,632**	**42,579**	**5,885,188**	**30**	**10,486,978**	**53**	**86**	**103**
Illinois	11,657.6	4.7461	2.72	14,115	6,831,008	6,299,186	12,391	2,410,674	38	3,145,967	50	111	103
Indiana	5,570.8	2.2680	2.75	11,780	3,186,125	2,969,195	6,543	1,382,604	47	1,252,589	42	103	88
Michigan	9,262.9	3.7712	2.75	12,751	5,370,774	4,901,877	9,949	1,870,949	38	2,469,507	50	108	95
Ohio	10,834.9	4.4112	2.67	12,501	6,483,849	5,980,791	12,274	2,546,517	43	2,775,011	46	103	92
Wisconsin	4,836.6	1.9691	2.68	12,595	2,950,551	2,496,584	5,898	839,236	34	1,469,880	59	104	87
EAST NORTH CENTRAL	**42,162.8**	**17.1656**	**2.71**	**12,918**	**24,822,307**	**22,647,633**	**47,055**	**9,049,980**	**40**	**11,112,954**	**49**	**106**	**94**
Iowa	2,860.7	1.1647	2.59	12,123	1,502,467	1,325,801	3,545	566,489	43	629,145	47	84	78
Kansas	2,495.0	1.0158	2.64	13,367	1,277,002	1,222,046	3,220	605,944	50	496,226	41	92	78
Minnesota	4,292.3	1.7475	2.70	13,607	2,701,359	2,440,497	4,921	796,317	33	1,411,811	58	105	101
Missouri	5,173.6	2.1063	2.71	12,202	3,011,580	2,850,323	5,901	1,260,582	44	1,216,429	43	102	95
Nebraska	1,616.8	.6583	2.65	12,574	977,280	851,745	1,806	349,575	41	433,931	51	106	93
North Dakota	694.3	.2827	2.79	12,090	347,264	290,692	846	112,975	39	159,137	55	90	83
South Dakota	721.9	.2939	2.69	11,183	385,425	331,184	966	111,012	34	196,202	59	94	74
WEST NORTH CENTRAL	**17,854.6**	**7.2692**	**2.67**	**12,678**	**10,202,377**	**9,312,288**	**21,205**	**3,802,894**	**41**	**4,542,881**	**49**	**98**	**89**
Delaware	642.5	.2616	2.78	13,457	386,973	361,912	785	153,591	42	177,217	49	95	96
District of Columbia	623.3	.2537	2.45	16,908	740,111	695,377	1,072	170,032	24	342,811	49	266	151
Florida	12,163.9	4.9523	2.48	12,911	8,441,975	7,966,111	14,321	2,816,963	35	4,221,936	53	108	108
Georgia	6,295.2	2.5629	2.79	11,515	3,754,827	3,594,251	6,864	1,801,681	50	1,335,856	37	101	106
Maryland	4,562.6	1.8576	2.76	14,693	2,903,958	2,690,783	4,725	1,076,904	40	1,178,318	44	101	111
North Carolina	6,463.6	2.6315	2.70	11,061	3,334,259	3,260,344	7,094	1,703,999	52	1,211,248	37	90	96
South Carolina	3,458.4	1.4080	2.79	10,042	1,751,158	1,701,034	3,468	841,421	49	626,407	37	87	108
Virginia	5,943.2	2.4196	2.82	13,584	3,434,823	3,380,410	6,374	1,470,528	44	1,449,820	43	95	112
West Virginia	1,934.6	.7877	2.66	9,763	721,433	688,955	1,744	388,403	56	237,028	34	66	92
SOUTH ATLANTIC	**42,087.3**	**17.1349**	**2.67**	**12,393**	**25,469,517**	**24,339,177**	**46,447**	**10,423,522**	**43**	**10,780,641**	**44**	**100**	**107**
Alabama	4,137.1	1.6843	2.72	9,907	1,562,801	1,510,826	3,581	847,414	56	480,697	32	84	100
Kentucky	3,771.5	1.5355	2.77	10,401	1,877,207	1,793,486	3,209	994,443	55	632,165	35	95	109
Mississippi	2,676.2	1.0895	2.88	8,599	841,893	816,086	2,231	438,468	54	275,706	34	68	98
Tennessee	4,899.5	1.9947	2.68	10,893	2,370,808	2,305,944	5,015	1,090,088	47	959,872	42	97	104
EAST SOUTH CENTRAL	**15,486.0**	**6.3047**	**2.74**	**10,114**	**6,653,192**	**6,426,638**	**14,036**	**3,370,491**	**52**	**2,348,579**	**37**	**88**	**103**
Arkansas	2,420.0	.9852	2.72	10,142	886,842	866,853	2,599	490,368	57	285,804	33	70	81
Louisiana	4,517.8	1.8393	2.85	9,999	2,283,753	2,140,076	4,178	875,992	41	788,446	37	76	103
Oklahoma	3,344.4	1.3616	2.64	10,616	1,815,513	1,765,189	4,346	848,984	48	654,950	37	95	71
Texas	16,888.0	6.8756	2.81	11,769	10,071,669	9,416,387	19,209	4,036,500	43	3,915,184	42	88	95
WEST SOUTH CENTRAL	**27,170.2**	**11.0617**	**2.79**	**11,188**	**15,057,777**	**14,188,505**	**30,332**	**6,251,844**	**44**	**5,644,384**	**40**	**86**	**92**
Arizona	3,441.1	1.4010	2.62	12,118	2,072,473	1,918,236	3,873	691,180	36	1,001,388	52	92	104
Colorado	3,346.3	1.3624	2.57	13,174	2,441,362	2,271,527	4,504	710,833	31	1,272,699	56	109	96
Idaho	1,033.9	.4210	2.87	9,932	456,269	413,612	1,086	160,016	39	223,254	54	74	92
Montana	832.1	.3388	2.59	10,768	463,942	366,554	1,266	128,766	35	217,845	59	79	70
Nevada	1,026.7	.4180	2.44	13,231	759,731	675,709	1,220	229,870	34	351,109	52	89	482
New Mexico	1,525.0	.6209	2.79	9,929	856,906	796,922	1,825	339,036	43	374,139	47	95	85
Utah	1,712.4	.6971	3.23	9,739	634,112	612,530	1,704	271,093	44	293,228	48	72	98
Wyoming	500.4	.2037	2.69	11,987	375,460	319,269	702	123,935	39	165,387	52	94	98
MOUNTAIN	**13,417.9**	**5.4629**	**2.69**	**11,657**	**8,060,255**	**7,374,359**	**16,180**	**2,654,729**	**36**	**3,899,049**	**53**	**92**	**124**
Alaska	545.7	.2222	2.93	14,434	539,218	452,928	702	131,841	29	193,917	43	111	106
California	27,939.0	11.3748	2.73	15,248	21,054,569	19,893,628	34,378	6,988,926	35	11,067,308	56	122	99
Hawaii	1,088.8	.4433	3.17	13,486	1,351,540	1,271,677	1,548	416,168	33	708,525	56	209	174
Oregon	2,738.4	1.1149	2.58	11,151	1,728,314	1,588,423	3,902	578,804	36	870,190	55	113	75
Washington	4,548.9	1.8520	2.56	13,650	3,091,423	2,848,867	5,655	940,902	33	1,622,082	57	107	89
PACIFIC	**36,859.1**	**15.0065**	**2.71**	**14,682**	**27,764,581**	**26,055,227**	**46,185**	**9,056,563**	**35**	**14,461,883**	**56**	**122**	**98**
United States Total	**245,622.7**	**100.0000**	**2.70**	**13,040**	**150,555,375**	**140,230,235**	**281,265**	**53,381,896**	**38**	**69,003,643**	**49**	**100**	**100**

SALES BY METROPOLITAN AREA, 1987

This section of the Restaurant Growth Index provides EBI, sales, unit counts, market share, and RAI/RGI indexes for the 318 Metropolitan Statistical Areas.

	12/31/87				1987								
					Eating & Drinking Place Sales ($000)	Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI		Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
ALABAMA													
Anniston	124.9	.0509	2.79	9,445	33,431	32,751	112	18,530	57	10,125	31	78	91
Birmingham	928.7	.3781	2.64	10,950	403,630	389,700	845	204,658	53	127,484	33	92	104
Decatur	100.7	.0410	2.67	9,937	37,178	36,977	101	23,056	62	10,826	29	85	88
Dothan	132.2	.0538	2.77	9,611	64,741	63,230	137	39,432	62	18,514	29	101	93
Florence	139.9	.0569	2.64	9,797	56,830	54,827	136	31,02[illegible]	[illegible]7	16,947	31	104	86
Gadsden	104.1	.0423	2.64	9,191	39,456	38,603	112	21,840	57	11,933	31	82	74
Huntsville	237.4	.0966	2.66	13,616	127,329	121,502	218	65,650	54	42,982	35	115	130
Mobile	477.6	.1945	2.75	10,670	239,539	225,782	467	116,779	52	75,205	33	90	98
Montgomery	304.4	.1240	2.77	10,877	139,252	134,558	271	76,132	57	41,595	31	102	115
Tuscaloosa	145.9	.0594	2.73	9,553	63,931	60,242	145	34,086	57	18,624	31	76	90
Non-Metro Portion of State	1,391.6	.5665	2.77	8,333	343,971	339,377	1,000	208,713	61	102,362	30	63	95
State Total	**4,137.1**	**1.6843**	**2.7[illegible]**	**[illegible]7**	**1,562,801**	**1,510,826**	**3,581**	**847,414**	**56**	**480,697**	**32**	**84**	**100**
ALASKA													
Anchorage	231.1	.0941	2.72	15,790	319,467	284,614	320	87,358	31	114,888	40	154	123
Non-Metro Portion of State	314.6	.1281	3.10	13,438	219,751	168,314	382	44,483	26	79,029	47	75	92
State Total	**545.7**	**.2222**	**2.93**	**14,434**	**539,218**	**452,928**	**702**	**131,841**	**29**	**193,917**	**43**	**111**	**106**
ARIZONA													
Phoenix	1,986.1	8086	2.56	13,679	1,317,464	1,230,811	2,220	426,159	35	646,985	53	95	116
Tucson	640.6	2608	2.53	11,461	388,373	355,176	722	140,710	40	172,750	49	105	92
Non-Metro Portion of State	814.4	3316	2.88	8,828	366,636	332,249	931	124,311	37	181,653	55	74	84
State Total	**3,441.1**	**1.4010**	**2.62**	**12,118**	**2,072,473**	**1,918,236**	**3,873**	**691,180**	**36**	**1,001,388**	**52**	**92**	**104**
ARKANSAS													
Fayetteville - Springdale	109.1	0444	2.67	10,911	60,635	58,941	152	33,116	56	20,190	34	92	73
Fort Smith	181.4	0739	2.69	10,480	81,395	80,361	244	44,861	56	27,621	34	99	70
Little Rock - North Little Rock	515.3	2099	2.73	12,527	265,501	260,211	566	135,676	52	94,027	36	87	102
Pine Bluff	90.0	0366	2.91	9,606	30,959	30,035	88	16,876	56	10,288	34	60	85
Texarkana	121.4	0494	2.72	10,186	61,540	59,814	126	28,107	47	23,398	39	80	86
Non-Metro Portion of State	1,470.9	5988	2.71	9,206	411,293	402,007	1,498	239,652	60	123,766	31	58	73
State Total	**2,420.0**	**.9852**	**2.72**	**10,142**	**886,842**	**866,853**	**2,599**	**490,358**	**57**	**285,804**	**33**	**70**	**81**
CALIFORNIA													
Anaheim - Santa Ana	2,230.3	9080	2.81	17,064	2,141,980	2,061,285	2,987	714,543	35	1,178,749	57	151	107
Bakersfield	511.0	2080	2.84	12,461	314,392	298,132	563	126,705	42	151,711	51	97	89
Chico	175.1	.0713	2.49	11,170	106,089	97,032	215	34,266	35	53,791	55	79	69
Fresno	600.8	2446	2.80	12,808	307,870	286,978	717	128,447	45	145,084	51	93	77
Los Angeles - Long Beach	8,544.0	3.4785	2.76	15,217	6,351,730	6,037,287	9,586	2,007,229	33	3,355,487	56	128	109
Merced	172.4	0702	3.08	9,932	78,783	72,428	160	26,536	37	43,568	60	84	88
Modesto	330.5	.1346	2.85	11,856	170,483	162,516	356	78,641	48	73,015	45	80	80
Oakland	1,978.4	8054	2.59	17,395	1,404,994	1,316,954	2,438	505,342	38	704,171	53	113	91
Oxnard - Ventura	632.3	2574	3.03	15,854	305,419	292,699	624	105,119	36	171,451	59	82	100
Redding	137.4	0559	2.67	10,996	70,736	65,332	193	23,072	35	36,217	55	71	72
Riverside - San Bernardino	2,171.5	8841	2.79	13,218	1,236,165	1,180,420	2,095	522,930	44	597,840	51	97	95
Sacramento	1,354.6	5515	2.58	14,817	986,534	925,228	1,815	384,313	42	474,871	51	108	86
Salinas - Seaside - Monterey	348.3	1418	3.07	12,957	234,634	223,442	490	68,884	31	148,383	66	148	106
San Diego	2,313.9	9421	2.75	15,431	1,773,375	1,668,967	2,725	578,200	35	930,886	56	132	107
San Francisco	1,595.8	6496	2.38	19,853	2,248,358	2,084,467	3,071	475,292	23	1,294,737	62	182	108
San Jose	1,422.8	5793	2.83	18,370	1,207,482	1,154,555	1,84[illegible]	446,060	39	599,177	52	141	111

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METRO REPORT

	12/31/87			1987									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Santa Barbara - Santa Maria - Lompoc	346.7	.1412	2.65	15,703	325,118	309,568	512	88,556	29	202,377	65	124	95
Santa Cruz	229.2	.0933	2.68	15,546	161,783	149,834	366	60,801	41	79,192	53	113	66
Santa Rosa - Petaluma	358.7	.1460	2.53	16,230	238,995	220,210	468	83,434	38	121,651	55	96	81
Stockton	454.2	.1849	2.93	11,792	255,395	238,261	480	116,135	49	112,743	47	107	81
Vallejo - Fairfield - Napa	411.5	.1675	2.82	13,740	270,994	251,164	455	102,966	41	136,841	54	114	89
Visalia - Tulare - Porterville	297.9	.1213	3.07	8,992	139,983	130,689	312	67,980	52	57,098	44	75	81
Yuba City	117.3	.0478	2.73	11,095	60,048	55,393	131	19,558	35	30,707	55	88	77
Non-Metro Portion of State	1,204.4	.4905	2.73	11,380	663,229	610,787	1,777	223,917	37	367,561	60	79	70
State Total	**27,939.0**	**11.3748**	**2.73**	**15,248**	**21,054,569**	**19,893,628**	**34,378**	**6,988,926**	**35**	**11,067,308**	**56**	**122**	**99**
COLORADO													
Boulder - Longmont	219.5	.0893	2.56	13,721	192,442	181,891	331	58,982	32	106,512	59	107	83
Colorado Springs	388.3	.1581	2.69	12,226	237,394	218,934	471	92,806	42	95,822	44	112	92
Denver	1,675.8	.6823	2.50	14,979	1,338,883	1,249,409	2,064	374,478	30	689,528	55	117	110
Fort Collins - Loveland	185.2	.0754	2.64	11,572	100,441	92,295	229	29,578	32	51,229	56	88	84
Greeley	138.8	.0566	2.73	10,269	54,907	50,756	121	16,265	32	28,173	56	80	94
Pueblo	128.2	.0522	2.61	9,936	62,954	55,380	164	17,748	32	30,738	56	79	71
Non-Metro Portion of State	610.5	.2485	2.65	10,453	454,341	422,862	1,124	120,976	29	270,697	64	102	82
State Total	**3,346.3**	**1.3624**	**2.57**	**13,174**	**2,441,362**	**2,271,527**	**4,504**	**710,833**	**31**	**1,272,699**	**56**	**109**	**96**
CONNECTICUT													
Bridgeport - Stamford - Norwalk - Danbury	834.9	.3399	2.79	21,485	767,466	731,098	1,057	182,021	25	426,649	58	114	101
Hartford - New Britain - Middletown - Bristol	1,104.3	.4497	2.70	16,831	904,868	834,252	1,376	259,270	31	419,243	50	115	108
New Haven - Waterbury - Meriden	784.6	.3194	2.70	16,336	594,217	553,383	1,045	184,959	33	304,091	55	108	87
New London - Norwich	252.4	.1027	2.80	15,024	194,262	173,447	325	58,834	34	101,654	59	108	96
Non-Metro Portion of State	266.3	.1084	2.73	15,939	145,520	135,277	307	39,951	30	77,765	57	79	89
State Total	**3,242.5**	**1.3201**	**2.73**	**17,696**	**2,606,333**	**2,427,457**	**4,110**	**725,035**	**30**	**1,329,402**	**55**	**110**	**98**
DELAWARE													
Wilmington	557.1	.2267	2.79	14,445	297,088	275,583	596	118,321	43	134,451	49	89	111
Non-Metro Portion of State	222.4	.0906	2.80	11,209	134,838	126,325	312	53,561	42	62,749	50	106	71
State Total	**642.5**	**.2616**	**2.78**	**13,457**	**386,973**	**361,912**	**785**	**153,591**	**42**	**177,217**	**49**	**95**	**96**
DISTRICT OF COLUMBIA													
Washington	3,624.9	1.4760	2.67	18,558	2,937,968	2,845,196	4,168	986,101	35	1,328,956	47	122	133
State Total	**623.3**	**.2537**	**2.45**	**16,908**	**740,111**	**695,377**	**1,072**	**170,032**	**24**	**342,811**	**49**	**266**	**151**
FLORIDA													
Bradenton	183.2	.0746	2.32	12,898	138,846	133,843	194	48,184	36	70,084	52	108	88
Daytona Beach	335.4	.1366	2.35	12,254	241,891	224,683	454	83,043	37	113,524	51	107	100
Fort Lauderdale - Hollywood - Pompano Beach	1,190.3	.4846	2.31	15,743	1,120,678	1,039,830	1,620	294,634	28	622,702	60	142	98
Fort Myers - Cape Coral	294.6	.1200	2.34	13,778	191,913	184,580	403	60,416	33	112,801	61	95	81
Fort Pierce	220.5	.0898	2.46	11,792	103,803	99,973	214	41,188	41	51,098	51	68	84
Fort Walton Beach	150.2	.0611	2.75	11,517	107,788	102,608	200	36,944	36	53,730	52	131	99
Gainesville	204.1	.0831	2.65	10,965	136,041	130,028	248	47,193	36	67,993	52	97	102
Jacksonville	890.1	.3624	2.63	12,408	538,566	510,991	1,001	242,652	47	214,447	42	119	116
Lakeland - Winter Haven	390.6	.1590	2.67	10,660	186,582	179,490	367	91,247	51	75,018	42	74	107
Melbourne - Titusville - Palm Bay	377.6	.1538	2.48	12,180	209,753	194,960	442	75,148	39	94,687	49	104	87
Miami - Hialeah	1,818.2	.7402	2.61	12,997	1,335,132	1,266,329	2,219	410,949	32	649,545	51	118	119
Naples	127.9	.0520	2.37	13,580	117,129	108,986	173	44,911	41	55,707	51	97	100
Ocala	179.3	.0730	2.54	9,550	84,189	80,712	187	29,058	36	42,264	52	71	77
Orlando	959.0	.3903	2.62	12,724	805,251	775,559	1,131	292,192	38	405,569	52	128	170

METRO REPORT

	12/31/87			1987									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Panama City	129.0	.0525	2.62	9,240	110,568	103,790	180	37,365	36	54,350	52	185	96
Pensacola	349.6	.1423	2.72	11,461	191,839	175,481	339	86,097	49	64,203	37	99	108
Sarasota	255.7	.1041	2.21	14,462	219,241	210,935	356	52,580	25	140,020	66	116	80
Tallahassee	222.9	.0907	2.68	11,531	142,659	136,266	237	49,359	36	71,279	52	116	121
Tampa - St. Petersburg - Clearwater	1,979.3	.8058	2.36	12,986	1,339,987	1,258,220	2,331	460,428	37	634,606	50	99	99
West Palm Beach - Boca Raton - Delray Beach	804.0	.3274	2.32	16,920	664,612	622,958	960	157,318	25	409,959	66	111	116
Non-Metro Portion of State	1,102.4	.4490	2.53	10,289	455,507	425,889	1,065	176,057	41	218,350	51	66	85
State Total	**12,163.9**	**4.9523**	**2.48**	**12,911**	**8,441,975**	**7,966,111**	**14,321**	**2,816,963**	**35**	**4,221,936**	**53**	**108**	**108**
GEORGIA													
Albany	118.7	.0483	2.97	9,739	67,838	63,776	125	32,503	51	23,698	37	96	101
Athens	146.7	.0598	2.73	10,354	92,337	85,666	163	43,719	51	31,878	37	100	95
Atlanta	2,662.8	1.0842	2.69	13,979	2,234,563	2,127,610	3,432	982,351	46	833,240	39	130	112
Augusta	399.5	1626	2.81	10,924	179,002	171,290	352	91,831	54	50,464	29	84	116
Columbus	254.3	.1035	2.87	10,177	120,335	113,878	240	58,798	52	41,497	36	107	89
Macon - Warner Robins	287.7	.1171	2.80	11,603	147,841	143,239	310	73,499	51	52,945	37	82	98
Savannah	241.6	.0985	2.75	11,488	186,007	174,719	286	89,022	51	64,921	37	130	107
Non-Metro Portion of State	2,243.1	.9130	2.88	9,012	751,177	737,599	1,998	438,025	59	244,346	33	65	100
State Total	**6,295.2**	**2.5629**	**2.79**	**11,515**	**3,754,827**	**3,594,251**	**6,864**	**1,801,681**	**50**	**1,335,856**	**37**	**101**	**106**
HAWAII													
Honolulu	836.2	.3404	3.19	14,046	1,065,577	992,641	1,134	337,376	34	524,222	53	240	165
Non-Metro Portion of State	252.6	.1029	3.10	11,633	285,963	279,036	414	78,792	28	184,303	66	143	199
State Total	**1,088.8**	**.4433**	**3.17**	**13,486**	**1,351,540**	**1,271,677**	**1,548**	**416,168**	**33**	**708,525**	**56**	**209**	**174**
IDAHO													
Boise	204.0	.0831	2.67	12,211	139,489	128,990	241	49,149	38	67,839	53	110	99
Non-Metro Portion of State	829.9	.3379	2.92	9,373	316,780	284,622	845	110,867	39	155,415	55	64	90
State Total	**1,033.9**	**.4210**	**2.87**	**9,932**	**456,269**	**413,612**	**1,086**	**160,016**	**39**	**223,254**	**54**	**74**	**92**
ILLINOIS													
Aurora - Elgin	354.4	.1443	2.83	14,570	185,695	171,035	354	62,786	37	84,994	50	99	105
Bloomington - Normal	124.8	.0508	2.74	14,241	84,095	76,790	156	30,059	39	37,844	49	120	89
Champaign - Urbana - Rantoul	172.2	.0701	2.77	12,392	126,697	113,843	197	44,561	39	56,106	49	133	106
Chicago	6,177.3	2.5150	2.72	15,173	4,199,587	3,940,321	6,756	1,371,103	35	2,047,014	52	127	116
Davenport - Rock Island - Moline	374.0	.1522	2.63	13,973	245,722	213,834	441	98,580	46	90,358	42	113	88
Decatur	126.5	.0515	2.60	14,231	62,589	55,199	125	21,609	39	27,203	49	84	109
Joliet	383.8	.1562	3.03	13,626	149,218	136,498	327	55,651	41	68,893	50	94	98
Kankakee	102.4	.0417	2.78	11,482	59,582	56,385	100	22,073	39	27,786	49	111	92
Lake County	486.0	.1979	3.02	17,269	253,201	235,766	542	79,578	34	130,506	55	107	91
Peoria	355.4	.1448	2.66	14,852	186,358	169,303	381	71,217	42	86,828	51	93	105
Rockford	284.2	.1158	2.67	13,690	164,231	147,836	332	59,070	40	75,463	51	96	94
Springfield	194.0	.0790	2.47	12,876	127,266	115,720	207	45,307	39	57,035	49	117	115
Non-Metro Portion of State	2,082.3	.8475	2.62	11,411	812,347	718,489	2,115	360,794	50	304,340	42	75	73
State Total	**11,657.6**	**4.7461**	**2.72**	**14,115**	**6,831,008**	**6,299,186**	**12,391**	**2,410,674**	**38**	**3,145,967**	**50**	**111**	**103**
INDIANA													
Anderson	131.2	.0534	2.69	11,717	69,465	62,759	140	29,416	47	26,330	42	78	88
Bloomington	101.4	.0413	2.77	11,501	64,499	60,067	133	28,157	47	25,196	42	124	79
Elkhart - Goshen	148.0	.0602	2.76	12,048	85,670	81,090	205	38,008	47	34,019	42	84	79
Evansville	283.4	.1154	2.61	12,660	185,241	171,838	332	87,312	51	67,971	40	104	98
Fort Wayne	359.1	.1461	2.76	12,465	231,787	216,181	470	76,148	35	120,631	56	114	93
Gary - Hammond	629.0	.2561	2.89	11,139	396,200	371,601	704	174,698	47	161,971	44	112	90

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METRO REPORT

STATE Metro Name	12/31/87			1987				Fast Food		Restaurant			
	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Indianapolis	1,229.0	.5005	2.69	13,392	861,672	817,117	1,458	377,408	46	322,334	39	129	105
Kokomo	102.6	.0418	2.67	13,198	74,662	67,994	142	31,875	47	28,518	42	104	80
Lafayette - West Lafayette	122.8	.0500	2.84	12,285	80,948	75,196	143	35,247	47	31,544	42	147	101
Muncie	121.0	.0493	2.78	11,268	90,107	84,368	160	39,550	47	35,393	42	113	80
South Bend - Mishawaka	241.3	.0983	2.69	12,234	162,490	150,427	334	60,190	40	78,659	52	113	84
Terre Haute	133.3	.0543	2.70	11,572	91,446	84,437	161	39,581	47	35,420	42	112	85
Non-Metro Portion of State	1,790.2	.7287	2.78	10,615	721,726	659,968	1,989	330,819	50	261,915	40	76	74
State Total	**5,570.8**	**2.2680**	**2.75**	**11,780**	**3,186,125**	**2,969,195**	**6,543**	**1,382,604**	**47**	**1,252,589**	**42**	**103**	**88**
IOWA													
Cedar Rapids	168.4	.0686	2.54	14,491	100,674	90,291	202	38,976	43	42,424	47	97	98
Davenport - Rock Island - Moline	374.0	.1522	2.63	13,973	245,722	213,834	441	98,580	46	90,358	42	113	88
Des Moines	385.4	.1568	2.49	14,376	272,517	249,274	479	107,383	43	108,586	44	97	101
Dubuque	90.8	.0369	2.90	11,338	51,068	45,188	119	19,506	43	21,230	47	96	77
Iowa City	85.9	.0350	2.58	13,608	56,937	48,474	91	20,926	43	22,776	47	113	120
Sioux City	116.4	.0474	2.61	11,184	65,828	58,254	138	25,057	43	27,605	47	88	84
Waterloo - Cedar Falls	149.7	.0609	2.70	13,748	82,996	72,137	173	31,005	43	34,108	47	106	87
Non-Metro Portion of State	1,635.6	.6661	2.60	11,013	710,787	619,572	2,097	256,510	41	312,607	50	70	66
State Total	**2,860.7**	**1.1647**	**2.59**	**12,123**	**1,502,467**	**1,325,801**	**3,545**	**566,489**	**43**	**629,145**	**47**	**84**	**78**
KANSAS													
Kansas City	1,542.7	.6282	2.64	14,522	1,056,645	1,014,749	1,692	455,812	45	454,114	45	117	117
Lawrence	73.2	.0298	2.80	12,145	49,909	45,610	82	22,701	50	18,507	41	128	91
Topeka	162.2	.0660	2.54	15,060	113,705	107,032	231	53,276	50	43,432	41	106	88
Wichita	442.6	.1802	2.59	15,206	274,831	265,429	629	121,606	46	109,471	41	117	85
Non-Metro Portion of State	1,229.6	.5006	2.63	11,227	528,852	502,077	1,719	254,317	51	202,730	40	77	63
State Total	**2,495.0**	**1.0158**	**2.64**	**13,367**	**1,277,002**	**1,222,046**	**3,220**	**605,944**	**50**	**496,226**	**41**	**92**	**78**
KENTUCKY													
Clarksville - Hopkinsville	158.6	.0646	2.99	9,964	69,538	64,512	146	32,645	51	24,940	39	105	88
Huntington - Ashland	334.0	.1360	2.68	9,954	160,713	155,267	301	100,261	65	41,106	26	90	92
Lexington-Fayette	336.0	.1369	2.64	12,633	281,405	272,547	404	137,301	50	104,402	38	155	113
Louisville	966.1	.3933	2.70	12,248	658,856	615,384	948	326,908	53	221,636	36	117	118
Owensboro	87.8	.0358	2.69	10,832	69,087	63,424	108	35,221	56	21,874	34	125	93
Non-Metro Portion of State	2,063.5	.8399	2.82	9,002	656,833	643,075	1,453	397,679	62	201,413	31	69	103
State Total	**3,771.5**	**1.5355**	**2.77**	**10,401**	**1,877,207**	**1,793,486**	**3,209**	**994,443**	**55**	**632,165**	**35**	**95**	**109**
LOUISIANA													
Alexandria	139.2	.0567	2.85	9,379	53,724	51,565	122	21,805	42	18,712	36	65	102
Baton Rouge	553.7	.2255	2.90	10,942	276,339	258,425	509	138,200	53	85,220	33	71	111
Houma - Thibodaux	187.9	.0766	3.04	10,517	146,823	141,709	174	52,946	37	33,376	24	118	104
Lafayette	218.9	.0891	2.86	11,107	167,809	156,182	240	65,701	42	55,802	36	113	108
Lake Charles	173.9	.0708	2.84	10,760	75,511	70,361	158	29,752	42	25,531	36	56	102
Monroe	144.8	.0590	2.83	9,268	72,128	68,790	164	29,084	42	24,963	36	82	80
New Orleans	1,337.4	.5443	2.72	10,992	979,594	911,940	1,497	338,479	37	402,868	44	94	110
Shreveport	365.9	.1490	2.72	10,968	179,656	168,572	350	81,616	48	66,723	40	79	99
Non-Metro Portion of State	1,396.1	.5683	2.97	8,218	332,169	312,532	964	118,409	38	75,251	24	44	92
State Total	**4,517.8**	**1.8393**	**2.85**	**9,999**	**2,283,753**	**2,140,076**	**4,178**	**875,992**	**41**	**788,446**	**37**	**76**	**103**
MAINE													
Bangor	139.1	.0566	2.84	11,165	86,307	84,420	153	31,694	38	44,998	53	89	103
Lewiston - Auburn	101.0	.0411	2.68	11,440	52,542	50,431	110	18,930	38	26,881	53	63	91
Portland	230.8	.0940	2.58	14,014	255,876	244,555	347	79,100	32	146,296	60	107	103
Non-Metro Portion of State	720.9	.2935	2.70	11,174	391,611	384,479	1,043	144,352	38	204,952	53	89	73
State Total	**1,191.8**	**.4852**	**2.69**	**11,746**	**786,336**	**763,885**	**1,653**	**274,076**	**36**	**423,127**	**55**	**92**	**83**

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METRO REPORT

	12/31/87				1987								
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
MARYLAND													
Baltimore	2,333.6	.9501	2.75	13,319	1,464,496	1,312,019	2,390	527,257	40	538,633	41	104	112
Cumberland	103.8	.0423	2.65	10,185	49,865	46,871	130	19,780	42	19,961	43	90	80
Hagerstown	114.8	.0467	2.78	10,849	39,582	32,948	111	13,485	41	14,264	43	60	110
Non-Metro Portion of State	326.0	.1327	2.73	11,275	225,858	213,681	439	82,622	39	117,475	55	116	92
State Total	**4,562.6**	**1.8576**	**2.76**	**14,693**	**2,903,958**	**2,690,783**	**4,725**	**1,076,904**	**40**	**1,178,318**	**44**	**101**	**111**
MASSACHUSETTS													
Boston - Lawrence - Salem - Lowell - Brockton	3,718.1	1.5137	2.67	16,944	3,806,717	3,568,746	4,878	928,855	26	1,988,249	56	153	114
New Bedford - Fall River - Attleboro	495.7	.2018	2.73	12,369	329,969	302,954	565	114,820	38	151,694	50	66	84
Pittsfield	142.5	.0580	2.60	13,598	98,291	89,774	222	25,351	28	56,043	62	76	80
Springfield	591.4	.2408	2.72	13,135	428,032	390,615	705	113,276	29	229,941	59	98	89
Worcester - Fitchburg - Leominster	670.2	.2729	2.73	14,324	438,342	407,487	781	107,181	26	236,042	58	120	92
Non-Metro Portion of State	266.2	.1084	2.43	14,623	337,304	316,188	695	70,695	22	230,086	73	141	63
State Total	**5,884.1**	**2.3956**	**2.67**	**15,691**	**5,438,655**	**5,075,764**	**7,846**	**1,360,178**	**27**	**2,892,055**	**57**	**131**	**102**
MICHIGAN													
Ann Arbor	272.2	.1108	2.72	13,989	201,850	190,070	338	73,480	39	95,317	50	151	119
Battle Creek	138.5	.0564	2.64	13,365	75,701	69,262	174	26,777	39	34,731	50	101	89
Benton Harbor	166.6	.0678	2.69	11,474	84,972	77,835	191	30,094	39	39,030	50	116	80
Detroit	4,358.9	1.7748	2.72	13,839	2,767,014	2,550,248	4,603	947,123	37	1,281,783	50	110	100
Flint	440.6	.1793	2.74	11,424	294,917	260,682	451	112,652	43	116,354	45	129	103
Grand Rapids	654.9	.2666	2.76	13,322	401,821	369,887	646	126,361	34	197,037	53	128	120
Jackson	147.8	.0602	2.86	12,244	60,361	54,924	151	21,236	39	27,542	50	105	91
Kalamazoo	219.7	.0894	2.68	14,236	157,709	150,153	278	59,312	40	70,273	47	182	102
Lansing - East Lansing	434.6	.1769	2.80	13,000	273,201	250,582	447	112,310	45	115,703	46	107	108
Muskegon	159.0	.0648	2.76	11,442	82,731	74,693	158	28,877	39	37,457	50	111	95
Saginaw - Bay City - Midland	408.5	.1663	2.82	11,958	258,667	233,990	367	90,305	39	118,982	51	117	111
Non-Metro Portion of State	1,861.6	.7579	2.78	10,298	711,830	619,551	2,145	242,422	39	335,298	54	73	66
State Total	**9,262.9**	**3.7712**	**2.75**	**12,751**	**5,370,774**	**4,901,877**	**9,949**	**1,870,949**	**38**	**2,469,507**	**50**	**108**	**95**
MINNESOTA													
Duluth	247.6	.1008	2.63	12,314	159,102	135,499	322	43,894	32	82,868	61	96	78
Fargo - Moorhead	149.8	.0609	2.70	12,929	102,110	88,906	182	34,390	39	48,472	55	134	99
Minneapolis - St. Paul	2,336.4	.9513	2.64	16,149	1,761,333	1,609,647	2,570	523,809	33	912,867	57	122	127
Rochester	98.4	.0401	2.67	15,243	65,696	61,656	110	20,513	33	35,537	58	100	142
St. Cloud	181.7	.0741	3.14	10,614	88,820	76,441	171	25,486	33	44,150	58	87	91
Non-Metro Portion of State	1,469.5	.5981	2.75	10,050	652,437	576,464	1,813	191,699	33	346,655	60	81	64
State Total	**4,292.3**	**1.7475**	**2.70**	**13,607**	**2,701,359**	**2,440,497**	**4,921**	**796,317**	**33**	**1,411,811**	**58**	**105**	**101**
MISSISSIPPI													
Biloxi - Gulfport	206.4	.0840	2.80	10,110	133,212	125,857	239	66,817	53	44,806	36	132	95
Jackson	402.8	.1639	2.86	10,645	167,105	164,621	377	82,793	50	59,955	36	93	115
Pascagoula	129.4	.0527	2.93	11,067	51,163	48,578	107	25,789	53	17,295	36	70	119
Non-Metro Portion of State	1,872.5	.7624	2.88	7,778	478,365	464,982	1,476	255,390	55	150,231	32	56	91
State Total	**2,676.2**	**1.0895**	**2.88**	**8,599**	**841,893**	**816,086**	**2,231**	**438,469**	**54**	**275,706**	**34**	**68**	**98**
MISSOURI													
Columbia	110.0	.0448	2.76	13,219	60,316	57,378	127	25,442	44	24,730	43	111	95
Joplin	135.7	.0552	2.63	10,242	71,229	68,241	176	30,260	44	29,414	43	88	66
Kansas City	1,542.7	.6282	2.64	14,522	1,056,645	1,014,749	1,692	455,812	45	454,114	45	117	117
St. Joseph	86.7	.0352	2.65	11,594	55,156	51,086	102	22,651	44	22,020	43	85	93

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METRO REPORT

STATE Metro Name	12/31/87 Population (Thous.)	12/31/87 % Of U.S.	12/31/87 Average Household Size	1987 Per Capita EBI	1987 Eating & Drinking Place Sales ($000)	1987 Eating Place Sales ($000)	1987 Eating Place Units	1987 Fast Food Sales ($000)	1987 Fast Food Market Share (%)	1987 Restaurant Sales ($000)	1987 Restaurant Market Share (%)	RAI	RGI
St. Louis	2,463.7	1.0031	2.74	13,734	1,629,229	1,514,605	2,632	691,096	46	601,225	40	109	110
Springfield	231.0	.0940	2.63	11,681	142,478	133,824	285	62,531	47	51,194	38	101	101
Non-Metro Portion of State	1,790.5	.7290	2.76	9,233	593,159	559,714	1,986	262,161	47	247,192	44	69	63
State Total	**5,173.6**	**2.1063**	**2.71**	**12,202**	**3,011,580**	**2,850,323**	**5,901**	**1,260,582**	**44**	**1,216,429**	**43**	**102**	**95**
MONTANA													
Billings	120.6	.0491	2.56	12,093	89,067	74,556	201	26,851	36	43,080	58	95	75
Great Falls	79.2	.0323	2.58	11,798	46,586	38,091	117	13,716	36	22,010	58	108	72
Non-Metro Portion of State	632.3	.2574	2.59	10,386	328,289	253,907	948	88,199	35	152,755	60	72	68
State Total	**832.1**	**.3388**	**2.59**	**10,768**	**463,942**	**366,554**	**1,266**	**128,766**	**35**	**217,845**	**59**	**79**	**70**
NEBRASKA													
Lincoln	209.2	.0851	2.57	15,386	147,939	132,497	234	55,573	42	66,510	50	130	109
Omaha	621.0	.2528	2.69	14,703	445,832	396,401	628	166,003	42	199,010	50	120	119
Non-Metro Portion of State	856.1	.3487	2.64	10,389	432,662	366,249	1,008	148,084	40	188,443	51	90	73
State Total	**1,616.8**	**.6583**	**2.65**	**12,574**	**977,280**	**851,745**	**1,806**	**349,575**	**41**	**433,931**	**51**	**106**	**93**
NEVADA													
Las Vegas	610.9	.2487	2.46	12,932	470,554	416,187	676	141,450	34	205,562	49	97	571
Reno	237.6	.0968	2.34	14,729	183,743	169,260	301	57,566	34	97,499	58	94	416
Non-Metro Portion of State	178.2	.0725	2.51	12,260	105,434	90,262	243	30,854	34	48,048	53	61	313
State Total	**1,026.7**	**.4180**	**2.44**	**13,231**	**759,731**	**675,709**	**1,220**	**229,870**	**34**	**351,109**	**52**	**89**	**482**
NEW HAMPSHIRE													
Manchester - Nashua	322.1	.1312	2.71	16,318	251,609	246,560	418	74,342	30	144,850	59	98	111
Portsmouth - Dover - Rochester	328.4	.1337	2.73	14,839	247,743	240,304	457	68,088	28	148,281	62	88	83
Non-Metro Portion of State	409.6	.1667	2.64	12,802	289,009	284,830	629	80,703	28	175,744	62	74	84
State Total	**1,060.1**	**.4316**	**2.69**	**14,501**	**788,361**	**771,694**	**1,504**	**223,133**	**29**	**468,875**	**61**	**85**	**91**
NEW JERSEY													
Atlantic City	308.4	.1255	2.54	12,956	340,947	299,209	677	90,125	30	173,553	58	128	407
Bergen - Passaic	1,302.8	.5305	2.69	18,777	920,082	838,044	1,485	213,408	25	457,557	55	87	105
Jersey City	552.5	.2249	2.58	12,457	212,019	170,727	504	56,595	33	89,802	53	48	106
Middlesex - Somerset - Hunterdon	962.4	.3919	2.83	18,379	559,579	477,181	1,026	140,662	29	265,475	56	66	114
Monmouth - Ocean	970.5	.3951	2.64	17,125	581,886	501,735	1,126	154,185	31	295,866	59	72	81
Newark	1,902.4	.7745	2.76	17,188	1,039,181	906,513	1,951	254,677	28	444,523	49	73	116
Trenton	323.6	.1317	2.76	17,772	200,621	175,324	373	51,475	29	92,839	53	76	112
Vineland - Millville - Bridgeton	139.3	.0567	2.88	12,135	46,237	39,170	118	11,804	30	20,996	54	41	103
State Total	**7,728.6**	**3.1465**	**2.73**	**16,628**	**4,517,623**	**3,954,591**	**8,361**	**1,175,251**	**30**	**2,117,189**	**54**	**76**	**131**
NEW MEXICO													
Albuquerque	486.5	.1981	2.61	11,411	345,558	326,707	625	131,580	40	152,139	47	117	99
Las Cruces	126.0	.0513	2.92	8,598	57,580	54,205	129	22,991	42	25,357	47	111	78
Santa Fe	109.6	.0447	2.62	13,953	75,858	73,087	169	32,605	45	34,355	47	116	91
Non-Metro Portion of State	802.9	.3268	2.92	8,690	377,910	342,923	902	151,860	44	162,288	47	76	76
State Total	**1,525.0**	**.6209**	**2.79**	**9,929**	**856,906**	**796,922**	**1,825**	**339,036**	**43**	**374,139**	**47**	**95**	**85**
NEW YORK													
Albany - Schenectady - Troy	853.8	.3476	2.66	14,248	422,372	386,033	1,134	124,895	32	218,562	57	64	85
Binghamton	267.0	.1087	2.71	13,895	125,585	111,867	284	39,243	35	63,736	57	68	104

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METRO REPORT

	12/31/87			1987									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Buffalo	970.3	.3950	2.70	12,769	572,568	507,363	1,274	171,679	34	250,267	49	74	78
Elmira	93.7	.0381	2.75	11,263	47,903	42,962	101	11,698	27	23,271	54	83	88
Glens Falls	115.1	.0469	2.83	11,655	63,261	58,214	233	15,850	27	31,534	54	67	62
Nassau - Suffolk	2,661.7	1.0836	3.06	19,033	1,591,941	1,478,116	3,285	414,103	28	765,688	52	71	84
New York	8,528.2	3.4719	2.50	15,324	6,030,309	5,694,131	9,961	1,293,811	23	3,224,691	57	132	109
Niagara Falls	218.0	.0888	2.71	12,291	101,564	91,453	298	32,373	35	41,912	46	68	75
Orange County	284.4	.1158	3.01	13,263	104,092	96,036	323	33,694	35	52,184	54	46	78
Poughkeepsie	260.5	.1061	2.93	15,767	116,663	106,752	304	29,069	27	57,827	54	58	93
Rochester	996.1	.4055	2.71	14,638	584,803	539,182	1,161	168,961	31	291,218	54	82	97
Syracuse	651.0	.2650	2.77	13,750	359,745	320,481	768	102,447	32	175,145	55	72	95
Utica - Rome	321.7	.1310	2.78	11,825	137,353	127,107	404	40,997	32	65,625	52	66	71
Non-Metro Portion of State	1,742.5	.7096	2.83	11,372	736,797	651,574	2,113	236,524	36	338,280	52	67	83
State Total	**17,964.0**	**7.3136**	**2.67**	**15,014**	**10,994,956**	**10,211,271**	**21,643**	**2,715,344**	**27**	**5,599,940**	**55**	**95**	**96**
NORTH CAROLINA													
Asheville	171.8	.0699	2.50	11,282	121,399	117,978	228	61,770	52	44,111	37	100	99
Burlington	102.8	.0419	2.60	11,383	77,276	76,535	117	40,067	52	28,614	37	101	100
Charlotte - Gastonia - Rock Hill	1,088.1	.4432	2.67	12,350	621,562	607,092	1,213	326,968	54	220,522	36	85	111
Fayetteville	265.4	.1080	3.08	9,942	140,694	134,111	259	70,213	52	50,144	37	103	99
Greensboro - Winston-Salem - High Point	914.9	.3724	2.61	12,292	604,508	593,810	1,082	279,275	47	214,868	36	114	99
Hickory	222.1	.0904	2.68	11,583	113,257	112,090	268	59,486	53	41,897	37	87	94
Jacksonville	128.2	.0522	3.36	8,528	56,989	49,724	130	26,034	52	18,591	37	96	68
Raleigh - Durham	667.9	.2719	2.61	14,156	424,015	413,270	849	199,883	48	159,532	39	111	104
Wilmington	117.1	.0477	2.58	11,151	92,496	90,119	164	47,184	52	33,693	37	115	87
Non-Metro Portion of State	2,909.2	1.1844	2.74	9,626	1,147,509	1,129,385	2,880	625,633	55	422,361	37	75	90
State Total	**6,463.6**	**2.6315**	**2.70**	**11,061**	**3,334,259**	**3,260,344**	**7,094**	**1,703,999**	**52**	**1,211,248**	**37**	**90**	**96**
NORTH DAKOTA													
Bismarck	91.4	.0372	2.80	12,544	54,736	50,220	98	20,421	41	26,804	53	110	131
Fargo - Moorhead	149.6	.0609	2.70	12,929	102,110	88,906	182	34,390	39	48,472	55	134	99
Grand Forks	70.5	.0287	2.91	14,780	33,447	28,202	77	11,468	41	15,053	53	104	107
Non-Metro Portion of State	431.2	.1756	2.81	11,142	185,907	147,199	538	54,627	37	82,546	56	69	67
State Total	**694.3**	**.2827**	**2.79**	**12,090**	**347,264**	**290,692**	**846**	**112,975**	**39**	**159,137**	**55**	**90**	**83**
OHIO													
Akron	648.5	.2640	2.66	12,849	424,815	395,090	726	152,076	38	214,118	54	105	93
Canton	404.7	.1649	2.73	11,441	234,083	216,872	493	91,763	42	112,368	52	97	80
Cincinnati	1,423.6	.5796	2.66	13,506	1,038,668	953,657	1,652	385,491	40	452,805	47	113	106
Cleveland	1,842.7	.7502	2.59	13,699	1,298,222	1,191,079	1,995	449,378	38	602,252	51	109	103
Columbus	1,314.2	.5351	2.61	12,983	942,466	877,950	1,605	414,714	47	372,197	42	123	102
Dayton - Springfield	935.0	.3806	2.60	13,108	587,701	545,053	1,090	266,218	49	219,042	40	104	94
Hamilton - Middletown	275.4	.1121	2.80	11,777	137,969	126,118	266	55,412	44	57,542	46	96	89
Lima	157.8	.0642	2.77	11,793	99,206	93,081	208	40,896	44	42,463	46	116	80
Lorain - Elyria	274.0	.1116	2.84	12,349	119,321	105,164	250	46,203	44	47,981	46	75	100
Mansfield	129.3	.0526	2.67	11,912	64,817	59,379	158	26,089	44	27,090	46	97	82
Parkersburg - Marietta	157.7	.0642	2.65	10,663	81,270	74,591	166	37,466	50	29,552	40	96	90
Steubenville - Weirton	152.6	.0622	2.67	10,711	64,297	57,217	166	28,244	49	23,136	40	66	81
Toledo	615.6	.2505	2.65	13,300	483,905	445,868	755	167,639	38	226,214	51	112	91
Youngstown - Warren	512.0	.2085	2.68	12,107	275,473	248,766	558	117,128	47	105,472	42	97	83
Non-Metro Portion of State	2,319.7	.9444	2.76	10,720	871,965	816,306	2,536	374,942	46	336,258	41	81	73
State Total	**10,834.9**	**4.4112**	**2.67**	**12,501**	**6,483,849**	**5,980,791**	**12,274**	**2,546,517**	**43**	**2,775,011**	**46**	**103**	**92**
OKLAHOMA													
Enid	63.9	.0260	2.57	11,811	37,056	35,384	97	17,179	49	13,013	37	94	62
Lawton	118.6	.0483	3.06	10,250	63,507	60,090	122	29,175	49	22,102	37	96	83

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METRO REPORT

STATE Metro Name	12/31/87 Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	1987 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Oklahoma City	989.1	.4027	2.61	11,958	777,823	754,130	1,519	347,642	46	290,653	39	121	73
Tulsa	749.2	.3049	2.60	11,656	439,628	427,539	963	209,824	49	150,835	35	103	84
Non-Metro Portion of State	1,387.4	.5649	2.66	9,180	493,630	484,234	1,615	243,312	50	176,947	37	68	62
State Total	**3,344.4**	**1.3616**	**2.64**	**10,616**	**1,815,513**	**1,765,189**	**4,346**	**848,984**	**48**	**654,950**	**37**	**95**	**71**
OREGON													
Eugene - Springfield	267.2	.1088	2.54	10,620	156,593	145,487	399	65,519	45	69,975	48	103	71
Medford	143.0	.0582	2.63	9,715	70,434	64,886	207	23,786	37	35,413	55	102	59
Portland	1,169.4	.4762	2.52	12,972	900,542	823,533	1,559	273,923	33	467,883	57	135	97
Salem	265.3	.1080	2.69	9,875	132,140	121,825	333	49,990	41	58,138	48	113	65
Non-Metro Portion of State	893.5	.3637	2.64	9,534	468,605	432,692	1,404	165,586	38	238,781	55	89	58
State Total	**2,738.4**	**1.1149**	**2.58**	**11,151**	**1,728,314**	**1,588,423**	**3,902**	**578,804**	**36**	**870,190**	**55**	**113**	**75**
PENNSYLVANIA													
Allentown - Bethlehem	664.8	.2707	2.61	13,633	359,745	333,734	733	115,759	35	159,985	48	85	94
Altoona	133.9	.0545	2.65	10,880	50,632	46,101	147	16,724	36	22,816	49	61	81
Beaver County	192.9	.0785	2.71	12,220	59,544	49,551	154	21,846	44	23,520	47	42	106
Erie	282.7	.1151	2.73	12,629	150,448	134,750	318	58,188	43	62,239	46	92	94
Harrisburg - Lebanon - Carlisle	584.5	.2379	2.60	13,947	356,669	324,016	649	124,267	38	157,963	49	74	117
Johnstown	256.1	.1042	2.74	9,314	67,531	58,859	225	27,492	47	27,635	47	50	82
Lancaster	395.0	.1608	2.75	13,068	212,922	197,256	412	65,615	33	120,283	61	78	116
Philadelphia	4,855.0	1.9765	2.71	14,612	2,884,739	2,569,835	4,730	873,654	34	1,249,398	49	87	113
Pittsburgh	2,119.1	.8628	2.55	12,979	1,179,129	1,055,886	2,282	355,734	34	544,635	52	88	96
Reading	327.1	.1331	2.58	13,252	199,185	183,382	388	68,458	37	102,047	56	92	90
Scranton - Wilkes-Barre	732.2	.2981	2.62	11,534	366,133	338,503	875	121,399	36	159,214	47	78	94
Sharon	125.5	.0511	2.72	11,452	48,777	43,318	135	15,715	36	21,441	49	80	75
State College	116.9	.0476	2.95	10,576	64,509	61,870	141	22,443	36	30,624	49	109	76
Williamsport	117.9	.0480	2.69	11,424	50,104	43,000	133	15,599	36	21,284	49	61	91
York	400.3	.1629	2.65	13,015	177,019	161,785	427	62,877	39	79,629	49	78	101
Non-Metro Portion of State	1,868.1	.7609	2.71	10,691	634,642	569,348	1,878	223,706	39	255,589	45	65	66
State Total	**11,973.4**	**4.8747**	**2.65**	**12,940**	**6,263,727**	**5,640,770**	**12,575**	**1,994,593**	**35**	**2,769,849**	**49**	**82**	**97**
RHODE ISLAND													
Providence - Pawtucket - Woonsocket	903.7	.3680	2.72	13,321	604,645	552,691	1,157	172,871	31	315,016	57	100	85
Non-Metro Portion of State	86.3	.0351	2.80	15,255	115,823	108,333	147	28,986	27	67,084	62	238	91
State Total	**990.0**	**.4031**	**2.73**	**13,490**	**720,468**	**661,024**	**1,304**	**201,857**	**31**	**382,100**	**58**	**111**	**86**
SOUTH CAROLINA													
Anderson	145.6	.0593	2.66	10,142	59,602	59,396	146	30,285	51	21,505	36	82	91
Charleston	498.9	.2032	2.93	9,786	311,542	298,959	464	143,282	48	98,619	33	103	123
Charlotte - Gastonia - Rock Hill	1,088.1	.4432	2.67	12,350	621,562	607,092	1,213	326,968	54	220,522	36	85	111
Columbia	450.2	.1833	2.77	12,405	267,312	261,232	491	137,328	53	89,002	34	115	107
Florence	121.1	.0493	2.86	8,818	52,239	51,672	132	26,348	51	18,704	36	79	105
Greenville - Spartanburg	619.1	.2519	2.66	10,512	343,404	336,354	701	187,282	56	111,394	33	86	96
Non-Metro Portion of State	1,379.4	.5616	2.83	9,053	610,218	588,767	1,353	262,650	45	252,406	43	79	109
State Total	**3,458.4**	**1.4080**	**2.79**	**10,042**	**1,751,158**	**1,701,034**	**3,468**	**841,421**	**49**	**626,407**	**37**	**87**	**108**
SOUTH DAKOTA													
Rapid City	77.9	.0317	2.61	13,346	62,057	57,626	121	18,894	33	34,064	59	117	90
Sioux Falls	126.5	.0515	2.54	14,770	86,852	76,270	147	26,493	35	44,083	58	111	115
Non-Metro Portion of State	517.5	.2107	2.75	9,981	236,516	197,288	698	65,625	33	118,055	60	85	62
State Total	**721.9**	**.2939**	**2.69**	**11,183**	**385,425**	**331,184**	**966**	**111,012**	**34**	**196,202**	**59**	**94**	**74**

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METRO REPORT

	12/31/87			1987									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
TENNESSEE													
Chattanooga	434.3	.1768	2.65	10,820	223,645	218,874	492	109,956	50	90,121	41	85	92
Clarksville - Hopkinsville	158.6	.0646	2.99	9,964	69,538	64,512	146	32,645	51	24,940	39	105	88
Jackson	78.6	.0320	2.65	10,911	44,596	42,894	85	21,180	49	18,032	42	101	102
Johnson City - Kingsport - Bristol	451.6	.1839	2.67	10,505	183,427	180,359	402	106,240	59	50,440	28	80	99
Knoxville	601.8	.2449	2.57	11,387	472,545	457,670	740	209,123	46	197,408	43	117	110
Memphis	968.5	.3943	2.78	10,965	532,009	517,668	953	264,351	51	183,287	35	108	123
Nashville	960.9	.3911	2.66	12,901	559,861	547,067	1,099	222,313	41	261,985	48	115	111
Non-Metro Portion of State	1,631.5	.6644	2.72	9,402	414,251	403,869	1,387	200,603	50	170,614	42	59	91
State Total	**4,899.5**	**1.9947**	**2.68**	**10,893**	**2,370,808**	**2,305,944**	**5,015**	**1,090,088**	**47**	**959,872**	**42**	**97**	**104**
TEXAS													
Abilene	126.8	.0516	2.78	10,749	86,384	81,674	167	35,595	44	33,432	41	88	71
Amarillo	197.9	.0805	2.63	12,679	135,865	127,178	310	55,425	44	52,055	41	100	72
Austin	745.1	.3034	2.62	13,167	554,830	507,704	1,025	217,428	43	224,359	44	114	94
Beaumont - Port Arthur	385.5	.1569	2.80	12,275	199,321	182,231	376	79,139	43	76,287	42	71	102
Brazoria	205.2	.0836	3.08	13,396	73,326	70,081	187	37,349	53	24,427	35	49	108
Brownsville - Harlingen	257.9	.1050	3.48	7,326	131,614	122,877	249	53,553	44	50,297	41	78	83
Bryan - College Station	126.1	.0513	2.74	11,817	98,570	90,238	155	39,329	44	36,936	41	105	70
Corpus Christi	369.4	.1504	3.03	10,112	228,825	204,870	428	95,183	46	85,412	42	84	88
Dallas	2,430.2	.9894	2.66	14,492	1,877,601	1,769,688	3,045	710,025	40	756,216	43	112	125
El Paso	570.0	.2321	3.35	8,508	275,417	242,312	497	110,119	45	92,841	38	104	101
Fort Worth - Arlington	1,256.4	.5115	2.72	13,573	821,459	767,851	1,433	348,452	45	298,964	39	93	102
Galveston - Texas City	219.2	.0892	2.76	12,344	154,713	147,165	255	64,139	44	60,238	41	87	98
Houston	3,233.0	1.3163	2.74	13,458	2,327,423	2,164,831	3,608	832,504	38	965,806	45	100	119
Killeen - Temple	245.4	.0999	3.06	10,169	112,101	110,032	224	47,954	44	45,037	41	90	81
Laredo	120.6	.0491	3.75	6,210	67,873	66,237	93	28,869	44	27,110	41	60	110
Longview - Marshall	170.6	.0696	2.76	11,006	108,870	103,328	244	45,029	44	42,295	41	81	66
Lubbock	222.3	.0905	2.81	10,774	137,553	128,255	290	56,196	44	49,722	39	91	83
McAllen - Edinburg - Mission	366.7	.1493	3.65	6,259	138,207	129,846	272	53,577	41	45,151	35	67	85
Midland	116.1	.0472	2.74	14,941	86,156	79,209	142	34,521	44	32,423	41	78	82
Odessa	134.3	.0547	2.76	13,117	138,348	123,707	170	53,912	44	50,639	41	103	83
San Angelo	98.1	.0399	2.75	11,974	74,724	70,635	129	30,785	44	28,914	41	95	69
San Antonio	1,271.5	.5176	2.95	10,720	782,746	724,289	1,532	302,376	42	278,670	38	88	91
Sherman - Denison	98.0	.0399	2.60	11,661	49,951	48,472	122	21,126	44	19,839	41	94	68
Texarkana	121.4	.0494	2.72	10,186	61,540	59,814	126	28,107	47	23,398	39	80	86
Tyler	156.1	.0635	2.74	12,306	71,401	71,228	182	31,043	44	29,155	41	77	69
Victoria	77.1	.0314	2.94	10,976	43,620	38,370	100	16,723	44	15,705	41	66	65
Waco	190.7	.0777	2.74	10,456	102,183	94,984	225	41,395	44	38,881	41	83	80
Wichita Falls	127.8	.0520	2.75	11,087	94,123	88,671	176	38,644	44	36,294	41	109	77
Non-Metro Portion of State	3,287.7	1.3386	2.82	9,397	1,054,546	1,016,778	3,491	537,088	53	400,216	39	54	59
State Total	**16,888.0**	**6.8756**	**2.81**	**11,769**	**10,071,669**	**9,416,387**	**19,209**	**4,036,500**	**43**	**3,915,184**	**42**	**88**	**95**
UTAH													
Provo - Orem	254.1	.1034	3.69	7,432	55,617	54,260	197	24,574	45	25,465	47	54	94
Salt Lake City - Ogden	1,056.4	.4301	3.10	10,646	437,369	423,111	1,049	192,147	45	191,470	45	77	108
Non-Metro Portion of State	401.9	.1636	3.32	8,813	141,126	135,159	458	54,372	40	76,293	56	65	78
State Total	**1,712.4**	**.6971**	**3.23**	**9,739**	**634,112**	**612,530**	**1,704**	**271,093**	**44**	**293,228**	**48**	**72**	**98**
VERMONT													
Burlington	132.5	.0540	2.76	13,687	115,014	109,290	179	29,383	27	66,230	61	105	113
Non-Metro Portion of State	417.8	.1701	2.64	11,124	293,896	270,662	650	73,023	27	164,505	61	89	80
State Total	**550.3**	**.2241**	**2.67**	**11,741**	**408,910**	**379,952**	**829**	**102,406**	**27**	**230,735**	**61**	**93**	**88**
VIRGINIA													
Charlottesville	124.4	.0506	2.65	13,281	80,628	78,883	164	35,268	45	33,418	42	83	102
Danville	112.2	.0456	2.77	10,606	49,895	49,190	125	21,975	45	20,834	42	88	87

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METRO REPORT

	12/31/87				1987								
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Lynchburg	149.5	.0609	2.90	11,695	85,934	84,966	161	37,971	45	35,984	42	89	101
Norfolk - Virginia Beach - Newport News	1,337.5	.5446	2.95	12,345	823,954	803,520	1,522	357,926	45	366,107	46	119	106
Richmond - Petersburg	829.4	.3378	2.77	13,459	502,803	494,871	1,008	238,800	48	199,816	40	89	103
Roanoke	229.6	.0935	2.61	12,539	145,076	141,113	290	63,122	45	59,836	42	95	99
Non-Metro Portion of State	1,708.0	.6951	2.91	10,146	615,789	608,064	1,531	304,279	50	215,067	35	66	109
State Total	**5,943.2**	**2.4196**	**2.82**	**13,584**	**3,434,823**	**3,380,410**	**6,374**	**1,470,528**	**44**	**1,449,820**	**43**	**95**	**112**
WASHINGTON													
Bellingham	117.3	.0478	2.58	11,345	81,131	73,832	182	24,838	34	42,105	57	107	65
Bremerton	173.1	.0704	2.69	12,446	89,888	77,963	145	26,226	34	44,462	57	100	98
Olympia	151.5	.0617	2.55	13,243	86,116	80,388	172	27,043	34	45,844	57	81	83
Richland - Kennewick - Pasco	142.4	.0580	2.77	14,393	74,049	66,175	166	22,261	34	37,737	57	76	99
Seattle	1,796.8	.7316	2.48	16,705	1,570,527	1,471,820	2,453	443,320	30	826,660	56	128	101
Spokane	358.5	.1459	2.53	11,237	220,652	206,109	458	79,828	39	109,413	53	102	80
Tacoma	546.9	.2227	2.62	11,092	318,414	292,505	523	108,845	37	167,347	57	107	89
Vancouver	216.6	.0882	2.66	12,235	108,483	96,080	204	39,684	41	51,449	54	100	94
Yakima	185.6	.0755	2.69	10,228	92,954	84,160	202	28,311	34	47,998	57	82	81
Non-Metro Portion of State	860.2	.3502	2.58	11,497	449,209	399,835	1,150	140,546	35	249,067	62	78	68
State Total	**4,548.9**	**1.8520**	**2.56**	**13,650**	**3,091,423**	**2,848,867**	**5,655**	**940,902**	**33**	**1,622,082**	**57**	**107**	**89**

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For information circle number 186

21ST ANNUAL RGI

METRO REPORT

STATE Metro Name	12/31/87 Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	1987 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
WEST VIRGINIA													
Charleston	267.3	.1088	2.53	12,143	129,655	124,925	291	67,300	54	45,149	36	75	94
Huntington - Ashland	334.0	.1360	2.68	9,954	160,713	155,267	301	100,261	65	41,106	26	90	92
Parkersburg - Marietta	157.7	.0642	2.65	10,663	81,270	74,591	166	37,466	50	29,552	40	96	90
Steubenville - Weirton	152.6	.0622	2.67	10,711	64,297	57,217	166	28,244	49	23,136	40	66	81
Wheeling	176.4	.0719	2.58	10,768	84,322	76,134	183	37,630	49	30,740	40	77	82
Non-Metro Portion of State	1,232.0	.5015	2.71	9,029	355,739	342,609	1,003	191,111	56	121,722	36	53	93
State Total	**1,934.6**	**.7877**	**2.66**	**9,763**	**721,433**	**688,955**	**1,744**	**385,403**	**56**	**237,028**	**34**	**66**	**92**
WISCONSIN													
Appleton - Oshkosh - Neenah	310.5	.1265	2.72	12,821	174,732	147,883	337	55,834	38	75,165	51	110	104
Eau Claire	139.0	.0566	2.77	11,370	88,575	72,384	162	24,936	34	42,091	58	108	84
Green Bay	189.3	.0771	2.69	12,469	130,669	113,925	229	39,155	34	66,111	58	146	98
Janesville - Beloit	138.0	.0562	2.68	12,576	87,144	71,427	182	24,546	34	41,448	58	95	73
Kenosha	120.6	.0491	2.75	15,272	87,457	70,746	131	24,317	34	41,048	58	95	93
La Crosse	95.7	.0390	2.68	12,597	61,704	51,864	139	17,824	34	30,097	58	118	89
Madison	347.1	.1413	2.51	14,337	306,499	264,401	461	96,026	36	157,099	59	147	108
Milwaukee	1,390.9	.5662	2.63	14,193	931,317	810,253	1,588	284,103	35	449,614	55	105	103
Racine	175.1	.0713	2.74	13,422	95,381	82,717	195	28,429	34	47,999	58	89	89
Sheboygan	103.3	.0420	2.71	13,302	50,711	42,555	117	14,628	34	24,691	58	91	89
Wausau	113.1	.0460	2.77	11,703	43,856	38,005	124	13,063	34	22,049	58	71	82
Non-Metro Portion of State	1,624.1	.6612	2.72	10,677	837,541	687,379	2,119	199,360	29	448,464	65	91	68
State Total	**4,836.6**	**1.9691**	**2.68**	**12,595**	**2,950,551**	**2,496,584**	**5,898**	**839,236**	**34**	**1,469,880**	**59**	**104**	**87**
WYOMING													
Casper	70.9	.0288	2.64	12,731	48,057	43,108	98	17,115	40	22,367	52	90	100
Cheyenne	73.7	.0300	2.56	11,745	63,468	58,108	107	22,279	38	29,840	51	139	93
Non-Metro Portion of State	355.8	.1449	2.74	11,888	263,935	218,053	497	84,541	39	113,180	52	87	99
State Total	**500.4**	**.2037**	**2.69**	**11,987**	**375,460**	**319,269**	**702**	**123,935**	**39**	**165,387**	**52**	**94**	**98**
United States Total	**245,622.7**	**100.0000**	**2.70**	**13,040**	**150,555,375**	**140,230,235**	**281,265**	**53,381,896**	**38**	**69,003,643**	**49**	**100**	**100**

21ST ANNUAL RGI

SALES BY AREA OF DOMINANT INFLUENCE, 1987

Covers 212 Major Areas of Dominant Influence for a TV Signal

ADI Name	12/31/87 Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	1987 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Abilene - Sweetwater	315.7	.1285	2.69	10,076	156,442	148,532	396	70,436	47	59,886	40	71	59
Albany, Ga.	381.2	.1550	2.93	8,660	158,443	153,618	350	85,857	56	53,414	35	75	98
Albany - Schenectady - Troy	1,302.9	.5303	2.67	13,560	661,558	605,663	1,836	189,213	31	346,042	57	65	79
Albuquerque	1,301.1	.5293	2.83	9,818	695,597	649,803	1,529	270,455	42	309,414	48	93	89
Alexandria, La.	261.3	.1065	2.97	8,314	79,601	75,236	181	30,670	41	24,331	32	64	104
Alpena	41.9	.0170	2.67	10,230	13,140	10,148	50	3,907	39	5,627	55	56	66
Amarillo	502.7	.2046	2.71	10,850	271,092	254,658	713	118,964	47	105,492	41	78	63
Anniston	124.9	.0509	2.79	9,445	33,431	32,751	112	18,530	57	10,125	31	78	91
Ardmore - Ada	197.6	.0804	2.65	8,219	67,278	65,888	222	33,174	50	24,115	37	75	62
Atlanta	3,512.8	1.4302	2.71	12,996	2,583,684	2,467,373	4,284	1,177,338	48	949,032	38	119	108

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ADI REPORT

	12/31/87			1987									
ADI Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Augusta	633.6	.2582	2.87	9,728	220,500	212,788	490	114,806	54	65,746	31	67	114
Austin, Tex.	914.8	.3722	2.62	12,560	636,780	585,012	1,238	258,165	44	254,751	44	106	86
Bakersfield	511.0	.2080	2.84	12,461	314,392	298,132	563	126,705	42	151,711	51	97	89
Baltimore	2,503.1	1.0191	2.75	13,194	1,538,100	1,380,842	2,577	555,546	40	575,271	42	102	109
Bangor	316.4	.1288	2.76	10,515	170,516	167,765	434	63,002	38	89,441	53	78	73
Baton Rouge	768.3	.3131	2.98	10,324	340,765	317,549	639	160,699	51	99,354	31	67	115
Beaumont - Port Arthur	465.1	.1893	2.79	11,797	211,094	194,004	430	85,433	44	80,971	42	65	99
Bend	70.3	.0287	2.65	9,594	36,291	34,222	115	13,081	38	18,867	55	93	62
Billings - Hardin	240.4	.0979	2.58	10,868	143,720	117,272	364	42,152	36	68,172	58	79	77
Biloxi - Gulfport - Pascagoula	314.1	.1279	2.86	10,557	178,458	169,435	331	89,999	53	60,351	36	111	102
Binghamton	434.5	.1769	2.73	12,701	176,841	157,559	439	56,196	36	86,474	55	60	97
Birmingham	1,375.1	.5599	2.67	10,219	517,632	502,255	1,178	272,881	54	161,160	32	82	100
Bluefield - Beckley - Oak Hill	418.4	.1704	2.76	8,831	117,327	115,355	303	63,295	55	40,783	35	50	108
Boise	427.2	.1741	2.76	10,367	232,394	211,389	498	81,156	38	112,937	53	88	96
Boston	5,487.6	2.2342	2.67	16,228	5,185,712	4,884,003	7,419	1,278,234	26	2,811,171	58	137	105
Bowling Green	121.5	.0493	2.78	9,465	64,901	61,764	102	38,052	62	19,282	31	102	108
Bristol - Kingsport - Johnson City	779.0	.3174	2.77	10,010	259,029	254,286	604	143,911	57	77,666	31	69	107
Buffalo	1,685.8	.6864	2.73	12,125	878,936	778,495	2,142	269,656	35	384,404	49	72	76
Burlington - Plattsburgh	713.4	.2905	2.75	11,392	455,999	422,472	1,006	120,459	29	251,847	60	81	86
Butte	128.4	.0523	2.61	10,467	74,542	57,499	208	19,943	35	34,548	60	84	71
Casper - Riverton	127.3	.0518	2.73	11,764	83,671	73,620	174	29,026	39	38,308	52	89	94
Cedar Rapids - Waterloo - Dubuque	846.1	.3440	2.68	12,128	429,312	371,600	1,006	156,761	42	180,963	49	92	80
Charleston, S.C.	623.1	.2538	2.93	9,305	366,425	353,711	558	167,654	47	122,051	35	97	122
Charleston - Huntington	1,348.1	.5491	2.74	9,607	486,890	468,385	1,145	267,534	57	155,155	33	71	90
Charlotte	1,890.9	.7702	2.69	11,526	952,001	933,270	2,068	501,602	54	344,204	37	80	103
Charlottesville	103.8	.0423	2.60	13,758	79,577	77,832	155	34,779	45	32,964	42	89	100
Chattanooga	787.8	.3206	2.71	10,242	349,696	343,680	808	177,687	52	137,421	40	73	95
Cheyenne - Scottsbluff - Sterling	137.1	.0557	2.59	10,994	98,712	90,718	197	34,313	38	47,569	52	110	82
Chicago	8,540.8	3.4774	2.77	14,686	5,411,765	5,060,235	9,274	1,840,744	36	2,581,733	51	120	108
Chico - Redding	396.6	.1614	2.58	11,046	219,314	204,853	518	72,929	36	115,599	56	76	70
Cincinnati	1,999.6	.8142	2.70	12,675	1,260,488	1,158,205	2,203	482,119	42	539,729	47	104	99
Clarksburg - Weston	252.0	.1022	2.66	8,682	82,169	79,116	242	44,255	56	28,176	36	61	77
Cleveland	3,804.2	1.5488	2.66	12,830	2,355,961	2,165,814	4,171	857,016	40	1,083,963	50	102	95
Colorado Springs - Pueblo	610.8	.2489	2.66	11,145	331,659	303,662	751	119,045	39	145,504	48	97	83
Columbia, S.C.	795.2	.3237	2.82	10.717	368,981	361,561	753	182,154	50	132,070	37	97	107
Columbia - Jefferson City	368.7	.1502	2.81	11,133	163,036	153,818	407	70,575	46	67,299	44	89	82
Columbus, Ga.	524.4	.2133	2.81	9,595	198,833	191,164	456	106,436	56	64,957	34	86	95
Columbus - Tupelo	461.1	.1876	2.83	7,891	100,041	96,440	359	53,428	55	31,151	32	45	93
Columbus, Ohio	1,768.4	.7200	2.64	12,219	1,096,034	1,024,641	2,059	482,718	47	431,767	42	113	97
Corpus Christi	535.3	.2179	3.04	9,521	302,807	276,137	619	132,798	48	113,483	41	76	80
Dallas - Ft. Worth	4,447.2	1.8108	2.68	13,532	2,957,510	2,787,759	5,281	1,186,854	43	1,153,940	41	100	109
Davenport - Rock Island - Moline	814.6	.3320	2.63	12,822	438,229	381,895	945	175,334	46	168,285	44	94	81
Dayton	1,309.3	.5327	2.65	12,595	737,514	687,526	1,525	334,764	49	276,399	40	100	88
Denver	2,623.7	1.0683	2.54	13,875	2,082,160	1,931,203	3,590	591,033	31	1,092,833	57	113	98
Des Moines	969.7	.3948	2.54	12,520	540,695	488,221	1,216	206,301	42	229,018	47	83	82
Detroit	4,672.9	1.9027	2.72	13,810	2,977,536	2,747,962	4,973	1,023,544	37	1,381,335	50	111	101
Dothan	294.4	.1200	2.76	8,998	96,393	94,786	242	56,306	59	30,809	33	75	95
Duluth - Superior	453.8	.1847	2.65	11,109	249,424	210,334	629	68,168	32	129,301	61	86	68
El Centro - Yuma	199.6	.0813	3.07	8,946	95,641	86,881	239	32,217	37	49,551	57	72	75
El Paso	725.8	.2955	3.25	8,454	342,446	304,489	660	137,067	45	121,738	40	101	95
Elmira	235.8	.0960	2.76	11,085	101,383	91,001	253	29,459	32	47,500	52	75	85
Erie	423.1	.1723	2.72	11,975	213,092	188,956	485	79,412	42	86,496	46	88	82

ADI REPORT

	12/31/87			1987									
ADI Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Eugene	489.9	.1994	2.61	10,223	266,959	248,177	756	104,770	42	126,589	51	96	63
Eureka	135.5	.0552	2.53	11,790	86,771	79,945	235	29,291	37	48,086	60	75	66
Evansville	706.8	.2876	2.67	11,491	362,412	336,692	710	178,422	53	127,203	38	83	97
Fargo	589.3	.2398	2.76	11,262	282,255	239,897	736	89,011	37	135,004	56	93	72
Flagstaff	92.5	.0377	3.16	9,547	84,398	79,101	145	29,592	37	43,250	55	148	134
Flint - Saginaw - Bay City	1,221.9	.4973	2.80	11,356	692,454	616,759	1,199	253,664	41	299,614	49	107	94
Florence, S.C.	455.3	.1852	2.82	9,169	309,582	293,786	629	135,932	46	121,414	41	105	101
Ft. Myers - Naples	543.2	.2212	2.35	13,252	359,476	341,421	680	125,076	37	192,996	57	69	85
Ft. Smith	415.7	.1693	2.70	9,900	163,632	160,535	492	90,025	56	54,699	34	83	71
Ft. Wayne	629.5	.2562	2.77	11,779	335,156	310,738	751	119,247	38	163,786	53	102	87
Fresno - Visalia	1,255.5	.5112	2.94	11,136	602,276	560,001	1,359	248,594	44	287,825	51	86	82
Gainesville	222.1	.0905	2.62	10,833	139,496	132,358	274	48,224	36	69,260	52	94	96
Glendive	13.5	.0055	2.55	10,546	9,345	8,149	17	2,815	35	4,873	60	85	108
Grand Junction	176.3	.0718	2.68	10,767	102,320	95,675	239	27,341	29	61,123	64	80	108
Grand Rapids - Kalamazoo - Battle Creek	1,691.6	.6888	2.77	12,535	868,820	795,500	1,749	292,841	37	408,532	51	111	98
Great Falls	162.2	.0661	2.61	10,903	82,706	64,129	235	22,833	36	37,783	59	82	71
Green Bay	1,019.8	.4152	2.71	11,618	538,209	459,025	1,199	155,143	34	266,658	58	102	85
Greensboro - Winston-Salem - High Point	1,331.0	.5420	2.63	11,730	784,453	771,219	1,459	374,670	49	280,972	36	102	100
Greenville - New Bern - Washington	620.5	.2529	2.84	9,254	261,511	248,649	597	136,413	55	93,016	37	84	86
Greenville - Spartanburg - Asheville	1,676.1	.6821	2.65	10,237	781,940	766,467	1,805	412,120	54	274,724	36	78	93
Greenwood - Greenville	254.4	.1036	3.08	6,648	66,968	66,654	216	36,405	55	21,403	32	63	79
Hagerstown	114.8	.0467	2.78	10,849	39,582	32,948	111	13,485	41	14,264	43	60	110
Harrisburg - York - Lancaster - Lebanon	1,448.0	.5893	2.66	13,255	766,055	700,807	1,559	259,724	37	365,831	52	76	110
Harrisonburg	102.2	.0416	2.94	9,629	51,744	49,276	113	24,444	50	17,176	35	86	101
Hartford - New Haven	2,407.6	.9802	2.71	16,382	1,838,867	1,696,359	3,053	543,014	32	902,753	53	108	97
Helena	48.0	.0195	2.49	11,791	33,145	25,624	76	8,843	35	15,323	60	84	74
Houston	4,002.1	1.6294	2.77	13,133	2,674,862	2,494,413	4,412	993,191	40	1,094,643	44	93	112
Huntsville - Decatur - Florence	800.0	.3256	2.67	10,547	304,700	296,606	702	167,061	56	98,733	33	92	103
Idaho Falls - Pocatello	316.4	.1290	3.10	9,251	116,002	106,796	316	41,639	39	58,102	54	66	88
Indianapolis	2,235.6	.9104	2.71	12,542	1,396,685	1,308,436	2,709	616,542	47	520,411	40	112	91
Jackson, Miss.	832.2	.3387	2.88	9,113	266,520	260,302	657	135,505	52	90,934	35	73	114
Jackson, Tenn.	167.5	.0682	2.66	9,782	62,241	59,642	166	29,494	49	25,099	42	84	87
Jacksonville	1,191.3	.4849	2.68	11,652	664,186	628,433	1,281	303,563	48	262,008	42	107	117
Johnstown - Altoona	777.3	.3165	2.75	10,179	267,013	240,444	763	95,569	40	114,126	47	62	77
Jonesboro	185.0	.0754	2.67	9,207	67,568	67,068	198	39,951	60	20,791	31	78	70
Joplin - Pittsburg	466.5	.1901	2.60	10,207	171,972	165,884	619	80,455	49	67,453	41	73	58
Kansas City	1,942.7	.7913	2.65	13,640	1,208,457	1,158,576	2,141	525,242	45	515,297	44	111	106
Knoxville	1,136.8	.4628	2.67	10,034	626,165	609,055	1,154	290,528	48	255,383	42	98	105
La Crosse - Eau Claire	453.4	.1846	2.75	11,111	252,301	206,997	551	67,812	33	124,598	60	96	77
Lafayette, Ind.	122.8	.0500	2.84	12,285	80,948	75,196	143	35,247	47	31,544	42	147	101
Lafayette, La.	580.9	.2365	2.92	9,436	258,205	241,394	537	97,565	40	75,888	31	73	91
Lake Charles	216.6	.0881	2.87	10,441	83,364	77,712	183	32,504	42	27,262	35	51	103
Lansing	626.0	.2549	2.82	12,556	348,011	319,193	637	138,775	43	150,781	47	104	102
Laredo	129.2	.0526	3.70	6,184	70,043	68,407	102	30,056	44	27,993	41	59	105
Las Vegas	630.1	.2565	2.46	12,862	477,338	421,134	693	143,142	34	208,200	49	96	562
Laurel - Hattiesburg	253.1	.1029	2.80	8,584	90,465	87,516	265	47,842	55	28,142	32	71	75
Lexington	909.3	.3702	2.75	10,217	472,082	456,941	798	251,301	55	162,139	35	109	110
Lima	113.0	.0460	2.76	11,891	78,462	73,796	150	32,422	44	33,667	46	122	83

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ADI REPORT

	12/31/87			1987									
						Eating Place		Fast Food		Restaurant			
ADI Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Lincoln - Hastings - Kearney	658.8	.2681	2.60	11,903	385,294	337,121	782	139,114	41	170,443	51	107	85
Little Rock	1,246.5	.5076	2.72	10,577	487,215	478,601	1,325	265,319	55	161,902	34	73	87
Los Angeles	12,658.6	5.1537	2.79	15,357	9,499,781	9,058,439	14,397	3,141,352	35	5,018,841	55	128	107
Louisville	1,474.2	.6002	2.76	11,337	823,336	774,339	1,324	417,869	54	276,441	36	104	114
Lubbock	393.3	.1604	2.88	9,567	179,648	169,329	476	77,860	46	65,858	39	75	70
Macon	468.2	.1906	2.87	10,663	208,144	201,629	452	108,158	54	72,267	36	76	101
Madison	699.5	.2847	2.58	12,933	518,258	439,168	939	150,549	34	265,980	61	119	88
Mankato	63.9	.0261	2.73	11,124	39,074	33,973	97	11,463	34	19,710	58	88	62
Marquette	157.3	.0641	2.80	9,608	53,275	43,241	174	16,400	38	24,012	56	57	63
McAllen - Brownsville	680.0	.2768	3.60	6,533	275,706	258,431	556	110,173	43	97,714	38	68	83
Medford	352.7	.1434	2.60	9,503	172,749	159,631	531	59,683	37	88,862	56	84	57
Memphis	1,653.7	.6733	2.81	9,710	678,722	658,166	1,484	341,477	52	231,906	35	86	110
Meridian	187.2	.0762	2.78	8,647	54,620	53,539	151	30,252	57	17,055	32	62	95
Miami	3,083.4	1.2553	2.48	14,086	2,542,997	2,384,380	4,031	737,815	31	1,312,229	55	128	109
Milwaukee	2,007.6	.8173	2.66	13,839	1,289,213	1,112,827	2,322	382,256	34	632,603	57	103	98
Minneapolis - St. Paul	3,521.2	1.4336	2.70	14,169	2,315,829	2,086,758	3,981	679,988	33	1,202,067	58	111	106
Minot - Bismarck - Dickinson	395.5	.1611	2.84	11,360	198,349	159,760	465	60,457	38	88,841	56	77	86
Missoula	194.5	.0791	2.55	10,792	94,937	76,421	304	26,431	35	45,792	60	73	63
Mobile - Pensacola	1,125.9	.4584	2.77	10,688	569,630	533,216	1,127	258,029	48	201,898	38	95	100
Monroe - El Dorado	520.4	.2116	2.83	8,298	144,610	137,009	408	59,193	43	42,476	31	53	87
Montgomery - Selma	604.7	.2462	2.80	9,093	214,538	207,923	470	122,055	59	63,131	30	86	109
Nashville	1,870.8	.7615	2.70	11,312	817,233	796,259	1,864	352,089	44	360,252	45	92	104
New Orleans	1,785.5	.7268	2.78	10,604	1,210,513	1,133,106	1,891	423,649	37	456,501	40	92	106
New York	18,608.2	7.5759	2.66	16,677	12,081,350	11,144,475	21,476	2,826,262	25	6,152,591	55	96	103
Norfolk - Portsmouth - Newport News - Hampton	1,610.9	.6557	2.92	11,836	936,618	915,318	1,807	418,544	46	407,524	45	112	103
North Platte	49.3	.0201	2.62	11,681	31,557	28,028	62	11,304	40	14,377	51	113	95
Odessa - Midland	411.5	.1676	2.84	12,120	288,908	264,602	524	121,077	46	107,418	41	77	75
Oklahoma City	1,586.0	.6457	2.62	11,313	1,039,774	1,009,600	2,268	475,192	47	383,899	38	103	70
Omaha	934.9	.3807	2.67	13,302	575,635	505,450	995	211,038	42	254,735	50	[illegible]	[illegible]
Orlando - Daytona Beach - Melbourne	2,040.5	.8308	2.52	12,083	1,418,593	1,349,067	2,396	509,659	38	693,511	51	[illegible]	[illegible]
Ottumwa - Kirksville	76.1	.0310	2.62	9,627	32,637	29,279	91	13,158	45	13,555	46	79	[illegible]
Paducah - Cape Girardeau - Harrisburg - Marion	865.4	.3522	2.62	9,813	332,188	312,361	914	163,727	52	123,656	40	74	[illegible]
Palm Springs	938.3	.3820	2.72	13,463	553,502	531,241	933	215,060	40	295,504	56	92	96
Panama City	206.9	.0842	2.64	9,051	128,786	121,289	252	44,721	37	63,442	52	126	89
Parkersburg	157.7	.0642	2.65	10,663	81,270	74,591	166	37,466	50	29,552	40	96	90
Peoria	565.4	.2304	2.68	14,169	297,065	268,302	627	112,444	42	134,084	50	95	94
Philadelphia	7,155.2	2.9127	2.70	14,458	4,350,457	3,900,134	7,663	1,333,087	34	1,951,322	50	88	137
Phoenix	2,429.1	.9889	2.59	12,838	1,489,291	1,384,723	2,719	483,748	35	731,134	53	89	108
Pittsburgh	3,127.8	1.2734	2.60	12,361	1,525,282	1,361,725	3,201	488,713	36	677,495	50	79	91
Portland, Ore.	2,091.2	.8514	2.57	11,950	1,391,466	1,271,989	2,747	450,145	35	708,580	56	121	86
Portland - Poland Spring	905.3	.3686	2.63	12,395	690,237	669,737	1,398	228,993	34	381,794	[illegible]	98	83
Presque Isle	86.9	.0354	2.92	9,828	32,994	31,999	83	12,008	38	17,057	53	61	91
Providence - New Bedford	1,497.0	.6095	2.72	13,128	1,071,003	983,004	1,922	322,063	33	545,662	56	92	84
Quincy - Hannibal	323.3	.1314	2.63	10,320	128,864	113,102	345	54,471	48	49,642	44	72	71
Raleigh - Durham	1,801.0	.7331	2.75	11,304	905,759	885,330	1,941	456,936	52	335,786	38	94	100
Rapid City	232.3	.0947	2.74	11,401	126,881	108,082	309	36,968	34	62,829	58	96	76
Reno	394.5	.1607	2.45	13,507	275,723	250,934	526	85,871	34	142,044	57	82	363
Richmond	1,200.2	.4884	2.82	12,363	614,370	605,246	1,306	294,609	49	239,271	40	81	106
Roanoke - Lynchburg	1,003.2	.4086	2.83	10,976	456,648	448,781	1,028	210,483	47	178,484	40	81	107
Rochester, N.Y.	955.6	.3890	2.70	14,727	573,763	528,769	1,125	165,297	31	285,619	54	82	97

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ADI REPORT

	12/31/87			1987									
ADI Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Rochester - Mason City - Austin	371.4	.1513	2.60	12,083	193,021	170,924	462	61,286	36	95,963	56	81	83
Rockford	415.7	.1692	2.66	13,419	207,904	188,242	468	79,217	42	92,461	49	95	89
Roswell	121.9	.0496	2.76	10,865	77,931	72,157	143	32,185	45	33,909	47	76	79
Sacramento - Stockton	2,785.5	1.1344	2.70	13,353	1,789,845	1,666,602	3,495	711,074	43	852,739	51	102	81
St. Joseph	127.0	.0515	2.63	11,196	68,611	63,507	147	28,481	45	27,507	43	79	81
St. Louis	3,037.4	1.2364	2.74	13,079	1,813,109	1,683,429	3,138	773,643	46	674,387	40	103	105
Salinas - Monterey	610.8	.2486	2.91	13,892	406,261	383,120	891	133,292	35	233,493	61	126	88
Salisbury	241.8	.0985	2.68	10,799	229,582	216,761	429	86,772	40	114,943	53	147	79
Salt Lake City	1,888.7	.7690	3.18	9,934	763,705	720,894	1,936	312,050	43	349,883	49	73	103
San Angelo	133.1	.0542	2.77	11,076	86,245	81,825	186	36,721	45	33,322	41	82	62
San Antonio	1,647.2	.6703	2.98	10,157	886,081	822,462	1,907	354,278	43	317,376	39	78	85
San Diego	2,313.9	.9421	2.75	15,431	1,773,375	1,668,967	2,725	578,200	35	930,886	56	132	107
San Francisco	5,594.0	2.2773	2.57	18,129	5,240,337	4,903,023	8.150	1,559,670	32	2,792,029	57	139	101
Santa Barbara - Santa Maria - San Luis Obispo	548.6	.2234	2.66	14,677	486,616	463,056	868	144,793	31	294,703	64	126	85
Sarasota	255.7	.1041	2.21	14,462	219,241	210,935	356	52,580	25	140,020	66	116	80
Savannah	641.1	.2609	2.87	10,148	345,773	329,253	669	168,158	51	124,674	38	93	110
Seattle - Tacoma	3,216.1	1.3093	2.53	14,527	2,394,772	2,216,156	4,128	707,436	32	1,263,176	57	114	91
Shreveport - Texarkana	1,118.1	.4554	2.75	9,905	376,525	362,308	998	176,988	49	138,368	38	62	86
Sioux City	434.9	.1773	2.63	10,397	199,446	169,986	566	70,321	41	85,369	50	79	64

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ADI REPORT

	12/31/87			1987									
					Eating Place		Fast Food		Restaurant				
ADI Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Sioux Falls - Mitchell	603.2	.2456	2.67	10,754	309,530	262,434	791	88,909	34	155,058	59	88	71
South Bend - Elkhart	798.0	.3247	2.73	11,607	423,039	391,497	1,028	167,609	43	186,677	48	101	76
Spokane	868.2	.3533	2.63	10,711	420,457	381,057	1,050	144,438	38	212,160	56	78	75
Springfield, Mass.	659.9	.2687	2.70	13,074	475,421	434,006	794	125,529	29	257,038	59	99	88
Springfield, Mo.	790.8	.3220	2.67	9,657	314,751	296,956	974	142,749	48	119,173	40	77	71
Springfield - Decatur - Champaign	885.4	.3604	2.63	12,575	492,140	439,337	926	188,967	43	205,712	47	97	97
Syracuse	947.8	.3860	2.79	13,221	492,977	439,335	1,128	145,641	33	236,904	54	74	89
Tallahassee - Thomasville	510.8	.2078	2.79	9,879	238,822	229,804	479	100,716	44	106,519	46	86	112
Tampa - St. Petersburg	2,745.8	1.1180	2.40	12,413	1,723,700	1,627,029	3,038	622,782	38	808,138	50	93	99
Terre Haute	447.9	.1823	2.63	10,918	187,526	171,224	470	83,906	49	70,709	41	78	76
Toledo	1,103.1	.4491	2.71	12,637	701,879	646,136	1,341	253,960	39	318,023	49	105	83
Topeka	422.0	.1718	2.68	12,461	234,436	215,776	537	108,400	50	87,422	41	96	79
Traverse City - Cadillac	429.6	.1748	2.67	9,576	238,980	209,050	668	80,086	36	115,383	55	88	63
Tucson	768.3	.3128	2.58	11,024	437,678	399,383	859	157,251	39	196,917	49	98	90
Tulsa	1,204.4	.4903	2.62	10,754	585,219	570,545	1,481	281,977	49	203,898	36	92	76
Tuscaloosa	145.9	.0594	2.73	9,553	63,931	60,242	145	34,086	57	18,624	31	76	90
Twin Falls	87.8	.0357	2.[illegible]6	9,626	41,473	38,371	78	14,931	39	20,935	55	77	97
Tyler - Longview	471.3	.1919	2.78	10,817	224,951	218,596	564	101,154	46	88,490	40	72	68
Utica	382.1	.1556	2.78	11,892	163,976	150,742	485	49,569	33	77,882	52	67	70
Victoria	77.1	.0314	2.94	10,976	43,620	38,370	100	16,723	44	15,705	41	66	65
Waco - Temple	679.6	.2768	2.84	10,366	341,186	323,145	714	143,381	44	131,821	41	86	75
Washington, D.C.	4,371.6	1.7799	2.69	17,293	3,268,176	3,164,045	4,957	1,136,545	36	1,453,076	46	116	126
Watertown - Carthage	234.3	.0954	2.94	9,997	95,224	80,903	298	29,355	36	41,990	52	68	65
Wausau - Rhinelander	442.7	.1803	2.74	11,143	214,012	182,144	566	54,829	30	116,003	64	85	72
West Palm Beach - Ft. Pierce - Vero Beach	1,137.0	.4631	2.36	15,461	838,025	789,610	1,296	225,986	29	495,135	63	100	108
Wheeling - Steubenville	408.6	.1668	2.65	10,383	165,040	151,258	441	73,774	49	61,440	41	72	76
Wichita - Hutchinson	1,123.3	.4571	2.60	13,065	581,893	560,931	1,641	271,124	48	228,853	41	90	71
Wichita Falls - Lawton	442.8	.1802	2.76	10,124	225,395	216,163	538	102,248	47	83,992	39	89	69
Wilkes-Barre - Scranton	1,296.6	.5280	2.63	10,959	546,536	501,644	1,405	189,848	38	228,163	45	68	77
Wilmington	387.2	.1576	2.79	9,191	174,091	170,094	411	90,731	53	63,630	37	84	84
Yakima	469.7	.1913	2.72	11,514	243,465	218,673	563	75,521	35	126,168	58	80	81
Youngstown	748.5	.3048	2.69	11,734	362,074	327,063	820	148,991	46	141,057	43	89	78
Zanesville	84.6	.0344	2.67	10,118	40,410	36,958	107	17,059	46	14,943	40	96	67
Total U.S. ADIs	243,988.2	99.3345	2.70	13,035	148,664,617	138,505,630	279,015	52,833,887	38	68,101,201	49	99	100

TOTAL POPULATION BY MARKET, 1987

Metro Area Name	Population	Rank
Los Angeles - Long Beach	8,544.0	1
New York	8,528.2	2
Chicago	6,177.3	3
Philadelphia	4,855.0	4
Detroit	4,358.9	5
Boston - Lawrence - Salem - Lowell - Brockton	3,718.1	6
Washington	3,624.9	7
Houston	3,233.0	8
Atlanta	2,562.8	9
Nassau - Suffolk	2,561.7	10
St. Louis	2,463.7	11
Dallas	2,430.2	12
Minneapolis - St. Paul	2,336.4	13
Baltimore	2,333.6	14
San Diego	2,313.9	15
Anaheim - Santa Ana	2,230.3	16
Riverside - San Bernardino	2,171.5	17
Pittsburgh	2,119.1	18
Phoenix	1,986.1	19
Tampa - St. Petersburg - Clearwater	1,979.3	20
Oakland	1,978.4	21
Newark	1,902.4	22
Cleveland	1,842.7	23
Miami - Hialeah	1,818.2	24
Seattle	1,796.8	25
Denver	1,675.8	26
San Francisco	1,595.8	27
Kansas City	1,542.7	28
Cincinnati	1,423.6	29
San Jose	1,422.8	30
Milwaukee	1,390.9	31
Sacramento	1,354.6	32
Norfolk - Virginia Beach - Newport News	1,337.5	33
New Orleans	1,337.4	34
Columbus, Ohio	1,314.2	35
Bergen - Passaic	1,302.8	36
San Antonio	1,271.5	37
Fort Worth - Arlington	1,256.4	38
Indianapolis	1,229.0	39
Fort Lauderdale - Hollywood - Pompano Beach	1,190.3	40
Portland, Ore.	1,169.4	41
Hartford - New Britain - Middletown - Bristol	1,104.3	42
Charlotte - Gastonia - Rock Hill	1,088.1	43
Salt Lake City - Ogden	1,056.4	44
Rochester, N.Y.	996.1	45
Oklahoma City	989.1	46
Monmouth - Ocean	970.5	47
Buffalo	970.3	48
Memphis	968.5	49
Louisville	966.1	50
Middlesex - Somerset - Hunterdon	962.4	51
Nashville	960.9	52
Orlando	959.0	53
Dayton - Springfield	935.0	54
Birmingham	928.7	55
Greensboro - Winston-Salem - High Point	914.9	56
Providence - Pawtucket - Woonsocket	903.7	57
Jacksonville, Fla.	890.1	58
Albany - Schenectady - Troy	853.8	59
Honolulu	836.2	60
Bridgeport - Stamford - Norwalk - Danbury	834.9	61
Richmond - Petersburg	829.4	62
West Palm Beach - Boca Raton - Delray Beach	804.0	63
New Haven - Waterbury - Meriden	784.6	64
Tulsa	749.2	65
Austin	745.1	66
Scranton - Wilkes-Barre	732.2	67
Worcester - Fitchburg - Leominster	670.2	68
Raleigh - Durham	667.9	69
Allentown - Bethlehem	664.8	70
Grand Rapids	654.9	71
Syracuse	651.0	72
Akron	648.5	73
Tucson	640.6	74
Oxnard - Ventura	632.3	75
Gary - Hammond	629.0	76
Omaha	621.0	77
Greenville - Spartanburg	619.1	78
Toledo	615.6	79
Las Vegas	610.9	80
Knoxville	601.8	81
Fresno	600.8	82
Springfield, Mass.	591.4	83
Harrisburg - Lebanon - Carlisle	584.5	84
El Paso	570.0	85
Wilmington, Del.	557.1	86
Baton Rouge	553.7	87
Jersey City	552.5	88
Tacoma	546.9	89
Little Rock - North Little Rock	515.3	90
Youngstown - Warren	512.0	91
Bakersfield	511.0	92
Charleston, S.C.	498.9	93
New Bedford - Fall River - Attleboro	495.7	94
Albuquerque	486.5	95
Lake County, Ill.	486.0	96
Mobile	477.6	97
Stockton	454.2	98
Johnson City - Kingsport - Bristol	451.6	99
Columbia, S.C.	450.2	100
Wichita	442.6	101
Flint	440.6	102
Lansing - East Lansing	434.6	103
Chattanooga	434.3	104
Vallejo - Fairfield - Napa	411.5	105
Saginaw - Bay City - Midland	408.5	106
Canton	404.7	107
Jackson, Miss.	402.8	108
York	400.3	109
Augusta	399.5	110
Lancaster	395.0	111
Lakeland - Winter Haven	390.6	112
Colorado Springs	388.3	113
Beaumont - Port Arthur	385.5	114
Des Moines	385.4	115
Joliet	383.8	116
Melbourne - Titusville - Palm Bay	377.6	117
Davenport - Rock Island - Moline	374.0	118
Corpus Christi	369.4	119
McAllen - Edinburg - Mission	366.7	120
Shreveport	365.9	121
Fort Wayne	359.1	122
Santa Rosa - Petaluma	358.7	123
Spokane	358.5	124
Peoria	355.4	125
Aurora - Elgin	354.4	126
Pensacola	349.6	127
Salinas - Seaside - Monterey	348.3	128
Madison	347.1	129
Santa Barbara - Santa Maria - Lompoc	346.7	130
Lexington-Fayette	336.0	131
Daytona Beach	335.4	132
Huntington - Ashland	334.0	133
Modesto	330.5	134
Portsmouth - Dover - Rochester	328.4	135
Reading	327.1	136
Trenton	323.5	137
Manchester - Nashua	322.1	138
Utica - Rome	321.7	139
Appleton - Oshkosh - Neenah	310.5	140
Atlantic City	308.4	141
Montgomery	304.4	142
Visalia - Tulare - Porterville	297.9	143
Fort Myers - Cape Coral	294.6	144
Macon - Warner Robins	287.7	145
Orange County, N.Y.	284.4	146
Rockford	284.2	147
Evansville	283.4	148
Erie	282.7	149
Hamilton - Middletown	275.4	150
Lorain - Elyria	274.0	151
Ann Arbor	272.2	152
Charleston, W.Va.	267.3	153
Eugene - Springfield	267.2	154
Binghamton	267.0	155
Fayetteville, N.C.	265.4	156
Salem, Ore.	265.3	157
Poughkeepsie	260.5	158
Brownsville - Harlingen	257.9	159
Johnstown	256.1	160
Sarasota	255.7	161
Columbus, Ga.	254.3	162
Provo - Orem	254.1	163
New London - Norwich	252.4	164
Duluth	247.6	165
Killeen - Temple	245.4	166
Savannah	241.6	167
South Bend - Mishawaka	241.3	168
Reno	237.6	169
Huntsville	237.4	170
Anchorage	231.1	171
Springfield, Mo.	231.0	~~172~~
Portland, Me.	230.8	173
Roanoke	229.6	174
Santa Cruz	229.2	175
Tallahassee	222.9	176
Lubbock	222.3	177
Hickory	222.1	178
Fort Pierce	220.5	179
Kalamazoo	219.7	180
Boulder - Longmont	219.5	181
Galveston - Texas City	219.2	182
Lafayette, La.	218.9	183
Niagara Falls	218.0	184
Vancouver	216.6	185
Lincoln	209.2	186
Biloxi - Gulfport	206.4	187
Brazoria	205.2	188
Gainesville	204.1	189
Boise	204.0	190
Amarillo	197.9	191
Springfield, Ill.	194.0	192
Beaver County, Pa.	192.9	193
Waco	190.7	194
Green Bay	189.3	195
Houma - Thibodaux	187.9	196
Yakima	185.6	197
Fort Collins - Loveland	185.2	198
Bradenton	183.2	199
St. Cloud	181.7	200
Fort Smith	181.4	201
Ocala	179.3	202
Wheeling	176.4	203
Chico	175.1	204
Racine	175.1	204
Lake Charles	173.9	206
Bremerton	173.1	207
Merced	172.4	208
Champaign - Urbana - Rantoul	172.2	209
Asheville	171.8	210
Longview - Marshall	170.6	211
Cedar Rapids	168.4	212
Benton Harbor	166.6	213
Topeka	162.2	214
Muskegon	159.0	215
Clarksville - Hopkinsville	158.6	216
Lima	157.8	217
Parkersburg - Marietta	157.7	218
Tyler	156.1	219
Steubenville - Weirton	152.6	220
Olympia	151.5	221
Fort Walton Beach	150.2	222
Fargo - Moorhead	149.8	223
Waterloo - Cedar Falls	149.7	224
Lynchburg	149.5	225
Elkhart - Goshen	148.0	226
Jackson, Mich.	147.8	227
Athens	146.7	228
Tuscaloosa	145.9	229
Anderson, S.C.	145.6	230
Monroe	144.8	231
Medford	143.0	232
Pittsfield	142.5	233
Richland - Kennewick - Pasco	142.4	234
Florence, Ala.	139.9	235
Vineland - Millville - Bridgeton	139.3	236
Alexandria, La.	139.2	237
Bangor	139.1	238
Eau Claire	139.0	239
Greeley	138.8	240
Battle Creek	138.5	241
Janesville - Beloit	138.0	242
Redding	137.4	243
Joplin	135.7	244
Odessa	134.3	245
Altoona	133.9	246
Terre Haute	133.3	247
Burlington, Vt.	132.5	248
Dothan	132.2	249
Anderson, Ind.	131.2	250
Pascagoula	129.4	251
Mansfield	129.3	252
Panama City	129.0	253
Jacksonville, N.C.	128.2	254
Pueblo	128.2	254
Naples	127.9	256
Wichita Falls	127.8	257
Abilene	126.8	258
Decatur, Ill.	126.5	259
Sioux Falls	126.5	259
Bryan - College Station	126.1	261
Las Cruces	126.0	262
Sharon	125.5	263
Anniston	124.9	264
Bloomington - Normal	124.8	265
Charlottesville	124.4	266
Lafayette - West Lafayette	122.8	267
Texarkana	121.4	268
Florence, S.C.	121.1	269
Muncie	121.0	270
Billings	120.6	271
Kenosha	120.6	271
Laredo	120.6	271
Albany, Ga.	118.7	274
Lawton	118.6	275
Williamsport	117.9	276
Bellingham	117.3	277
Yuba City	117.3	277
Wilmington, N.C.	117.1	279
State College	116.9	280
Sioux City	116.4	281
Midland, Tex.	116.1	282
Glens Falls	115.1	283
Hagerstown	114.8	284
Wausau	113.1	285
Danville, Va.	112.2	286
Columbia, Mo.	110.0	287
Santa Fe	109.6	288
Fayetteville - Springdale	109.1	289
Gadsden	104.1	290
Cumberland	103.8	291
Sheboygan	103.3	292
Burlington, N.C.	102.8	293
Kokomo	102.6	294
Kankakee	102.4	295
Bloomington, Ind.	101.4	296
Lewiston - Auburn	101.0	297
Decatur, Ala.	100.7	298
Rochester, Minn.	98.4	299
San Angelo	98.1	300
Sherman - Denison	98.0	301
La Crosse	95.7	302
Elmira	93.7	303
Bismarck	91.4	304
Dubuque	90.8	305
Pine Bluff	90.0	306
Owensboro	87.8	307
St. Joseph	86.7	308
Iowa City	85.9	309
Great Falls	79.2	310
Jackson, Tenn.	78.6	311
Rapid City	77.9	312
Victoria	77.1	313
Cheyenne	73.7	314
Lawrence, Kans.	73.2	315
Casper	70.9	316
Grand Forks	70.5	317
Enid	63.9	318
Total Above Areas	188,462.2	
Percent of U.S.	76.7283	
United States Total	245,622.7	

EFFECTIVE BUYING INCOME PER CAPITA BY MARKET, 1987

Metro Area Name	EBI	Rank
Bridgeport - Stamford - Norwalk - Danbury	21,485	1
San Francisco	19,853	2
Nassau - Suffolk	19,033	3
Bergen - Passaic	18,777	4
Washington	18,558	5
Middlesex - Somerset - Hunterdon	18,379	6
San Jose	18,370	7
Trenton	17,772	8
Oakland	17,395	9
Lake County, Ill.	17,269	10
Newark	17,188	11
Monmouth - Ocean	17,125	12
Anaheim - Santa Ana	17,064	13
Boston - Lawrence - Salem - Lowell - Brockton	16,944	14
West Palm Beach - Boca Raton - Delray Beach	16,920	15
Hartford - New Britain - Middletown - Bristol	16,831	16
Seattle	16,705	17
New Haven - Waterbury - Meriden	16,336	18
Manchester - Nashua	16,318	19
Santa Rosa - Petaluma	16,230	20
Minneapolis - St. Paul	16,149	21
Oxnard - Ventura	15,854	22
Anchorage	15,790	23
Poughkeepsie	15,767	24
Fort Lauderdale - Hollywood - Pompano Beach	15,743	25
Santa Barbara - Santa Maria - Lompoc	15,703	26
Santa Cruz	15,546	27
San Diego	15,431	28
Lincoln	15,386	29
New York	15,324	30
Kenosha	15,272	31
Rochester, Minn.	15,243	32
Los Angeles - Long Beach	15,217	33
Wichita	15,206	34
Chicago	15,173	35
Topeka	15,060	36
New London - Norwich	15,024	37
Denver	14,979	38
Midland, Tex.	14,941	39
Peoria	14,852	40
Portsmouth - Dover - Rochester	14,839	41
Sacramento	14,817	42
Grand Forks	14,780	43
Sioux Falls	14,770	44
Reno	14,729	45
Omaha	14,703	46
Rochester, N.Y.	14,638	47
Philadelphia	14,612	48
Aurora - Elgin	14,570	49
Kansas City	14,522	50
Dallas	14,492	51
Cedar Rapids	14,491	52
Sarasota	14,462	53
Wilmington, Del.	14,445	54
Richland - Kennewick - Pasco	14,393	55
Des Moines	14,376	56
Madison	14,337	57
Worcester - Fitchburg - Leominster	14,324	58
Albany - Schenectady - Troy	14,248	59
Bloomington - Normal	14,241	60
Kalamazoo	14,236	61
Decatur, Ill.	14,231	62
Milwaukee	14,193	63
Raleigh - Durham	14,156	64
Honolulu	14,046	65
Portland, Me.	14,014	66
Ann Arbor	13,989	67
Atlanta	13,979	68
Davenport - Rock Island - Moline	13,973	69
Santa Fe	13,953	70
Harrisburg - Lebanon - Carlisle	13,947	71
Binghamton	13,895	72
Detroit	13,839	73
Fort Myers - Cape Coral	13,778	74
Syracuse	13,750	75
Waterloo - Cedar Falls	13,748	76
Vallejo - Fairfield - Napa	13,740	77
St. Louis	13,734	78
Boulder - Longmont	13,721	79
Cleveland	13,699	80
Rockford	13,690	81
Burlington, Vt.	13,687	82
Phoenix	13,679	83
Allentown - Bethlehem	13,633	84
Joliet	13,626	85
Huntsville	13,616	86
Iowa City	13,608	87
Pittsfield	13,598	88
Naples	13,580	89
Fort Worth - Arlington	13,573	90
Cincinnati	13,506	91
Richmond - Petersburg	13,459	92
Houston	13,458	93
Racine	13,422	94
Brazoria	13,396	95
Indianapolis	13,392	96
Battle Creek	13,365	97
Rapid City	13,346	98
Grand Rapids	13,322	99
Providence - Pawtucket - Woonsocket	13,321	100
Baltimore	13,319	101
Sheboygan	13,302	102
Toledo	13,300	103
Charlottesville	13,281	104
Orange County, N.Y.	13,263	105
Reading	13,252	106
Olympia	13,243	107
Columbia, Mo.	13,219	108
Riverside - San Bernardino	13,218	109
Kokomo	13,198	110
Austin	13,167	111
Springfield, Mass.	13,135	112
Odessa	13,117	113
Dayton - Springfield	13,108	114
Lancaster	13,068	115
York	13,015	116
Lansing - East Lansing	13,000	117
Miami - Hialeah	12,997	118
Tampa - St. Petersburg - Clearwater	12,986	119
Columbus, Ohio	12,983	120
Pittsburgh	12,979	121
Portland, Ore.	12,972	122
Salinas - Seaside - Monterey	12,957	123
Atlantic City	12,956	124
Las Vegas	12,932	125
Fargo - Moorhead	12,929	126
Nashville	12,901	127
Bradenton	12,898	128
Springfield, Ill.	12,876	129
Akron	12,849	130
Appleton - Oshkosh - Neenah	12,821	131
Fresno	12,808	132
Buffalo	12,769	133
Casper	12,731	134
Orlando	12,724	135
Amarillo	12,679	136
Evansville	12,660	137
Lexington-Fayette	12,633	138
Erie	12,629	139
La Crosse	12,597	140
Janesville - Beloit	12,576	141
Bismarck	12,544	142
Roanoke	12,539	143
Little Rock - North Little Rock	12,527	144
Green Bay	12,469	145
Fort Wayne	12,465	146
Bakersfield	12,461	147
Jersey City	12,457	148
Bremerton	12,446	149
Jacksonville, Fla.	12,408	150
Columbia, S.C.	12,405	151
Champaign - Urbana - Rantoul	12,392	152
New Bedford - Fall River - Attleboro	12,369	153
Charlotte - Gastonia - Rock Hill	12,350	154
Lorain - Elyria	12,349	155
Norfolk - Virginia Beach - Newport News	12,345	156
Galveston - Texas City	12,344	157
Duluth	12,314	158
Tyler	12,306	159
Greensboro - Winston-Salem - High Point	12,292	160
Niagara Falls	12,291	161
Lafayette - West Lafayette	12,285	162
Beaumont - Port Arthur	12,275	163
Daytona Beach	12,254	164
Louisville	12,248	165
Jackson, Mich.	12,244	166
Vancouver	12,235	167
South Bend - Mishawaka	12,234	168
Colorado Springs	12,226	169
Beaver County, Pa.	12,220	170
Boise	12,211	171
Melbourne - Titusville - Palm Bay	12,180	172
Lawrence, Kans.	12,145	173
Charleston, W.Va.	12,143	174
Vineland - Millville - Bridgeton	12,135	175
Youngstown - Warren	12,107	176
Billings	12,093	177
Elkhart - Goshen	12,048	178
San Angelo	11,974	179
Oklahoma City	11,958	180
Saginaw - Bay City - Midland	11,958	180
Mansfield	11,912	182
Modesto	11,856	183
Utica - Rome	11,825	184
Bryan - College Station	11,817	185
Enid	11,811	186
Great Falls	11,798	187
Lima	11,793	188
Fort Pierce	11,792	189
Stockton	11,792	189
Hamilton - Middletown	11,777	191
Cheyenne	11,745	192
Anderson, Ind.	11,717	193
Wausau	11,703	194
Lynchburg	11,695	195
Springfield, Mo.	11,681	196
Sherman - Denison	11,661	197
Tulsa	11,656	198
Glens Falls	11,655	199
Macon - Warner Robins	11,603	200
St. Joseph	11,594	201
Hickory	11,583	202
Fort Collins - Loveland	11,572	203
Terre Haute	11,572	203
Scranton - Wilkes-Barre	11,534	205
Tallahassee	11,531	206
Fort Walton Beach	11,517	207
Bloomington, Ind.	11,501	208
Savannah	11,488	209
Kankakee	11,482	210
Benton Harbor	11,474	211
Pensacola	11,461	212
Tucson	11,461	212
Sharon	11,452	214
Muskegon	11,442	215
Canton	11,441	216
Lewiston - Auburn	11,440	217
Flint	11,424	218
Williamsport	11,424	218
Albuquerque	11,411	220
Knoxville	11,387	221
Burlington, N.C.	11,383	222
Eau Claire	11,370	223
Bellingham	11,345	224
Dubuque	11,338	225
Asheville	11,282	226
Muncie	11,268	227
Elmira	11,263	228
Spokane	11,237	229
Sioux City	11,184	230
Chico	11,170	231
Bangor	11,165	232
Wilmington, N.C.	11,151	233
Gary - Hammond	11,139	234
Lafayette, La.	11,107	235
Yuba City	11,095	236
Tacoma	11,092	237
Wichita Falls	11,087	238
Pascagoula	11,067	239
Longview - Marshall	11,006	240
Redding	10,996	241
New Orleans	10,992	242
Victoria	10,976	243
Shreveport	10,968	244
Gainesville	10,965	245
Memphis	10,965	245
Birmingham	10,950	247
Baton Rouge	10,942	248
Augusta	10,924	249
Fayetteville - Springdale	10,911	250
Jackson, Tenn.	10,911	250
Altoona	10,880	252
Montgomery	10,877	253
Hagerstown	10,849	254
Owensboro	10,832	255
Chattanooga	10,820	256
Lubbock	10,774	257
Wheeling	10,768	258
Lake Charles	10,760	259
Abilene	10,749	260
San Antonio	10,720	261
Steubenville - Weirton	10,711	262
Mobile	10,670	263
Parkersburg - Marietta	10,663	264
Lakeland - Winter Haven	10,660	265
Salt Lake City - Ogden	10,646	266
Jackson, Miss.	10,645	267
Eugene - Springfield	10,620	268
St. Cloud	10,614	269
Danville, Va.	10,606	270
State College	10,576	271
Houma - Thibodaux	10,517	272
Greenville - Spartanburg	10,512	273
Johnson City - Kingsport - Bristol	10,505	274
Fort Smith	10,480	275
Waco	10,456	276
Athens	10,354	277
Greeley	10,269	278
Lawton	10,250	279
Joplin	10,242	280
Yakima	10,228	281
Texarkana	10,186	282
Cumberland	10,185	283
Columbus, Ga.	10,177	284
Killeen - Temple	10,169	285
Anderson, S.C.	10,142	286
Corpus Christi	10,112	287
Biloxi - Gulfport	10,110	288
Clarksville - Hopkinsville	9,964	289
Huntington - Ashland	9,954	290
Fayetteville, N.C.	9,942	291
Decatur, Ala.	9,937	292
Pueblo	9,936	293
Merced	9,932	294
Salem, Ore.	9,875	295
Florence, Ala.	9,797	296
Charleston, S.C.	9,786	297
Albany, Ga.	9,739	298
Medford	9,715	299
Dothan	9,611	300
Pine Bluff	9,606	301
Tuscaloosa	9,553	302
Ocala	9,550	303
Anniston	9,445	304
Alexandria, La.	9,379	305
Johnstown	9,314	306
Monroe	9,268	307
Panama City	9,240	308
Gadsden	9,191	309
Visalia - Tulare - Porterville	8,992	310
Florence, S.C.	8,818	311
Las Cruces	8,598	312
Jacksonville, N.C.	8,528	313
El Paso	8,508	314
Provo - Orem	7,432	315
Brownsville - Harlingen	7,326	316
McAllen - Edinburg - Mission	6,259	317
Laredo	6,210	318
Total Above Areas	13,955	
United States Total	13,040	

EATING PLACE SALES MARKET, 1987

Metro Area Name	Sales	Rank
Los Angeles - Long Beach	6,037,287	1
New York	5,694,131	2
Chicago	3,940,321	3
Boston - Lawrence - Salem - Lowell - Brockton	3,568,746	4
Washington	2,845,196	5
Philadelphia	2,569,835	6
Detroit	2,550,248	7
Houston	2,164,831	8
Atlanta	2,127,610	9
San Francisco	2,084,467	10
Anaheim - Santa Ana	2,061,285	11
Dallas	1,769,688	12
San Diego	1,668,967	13
Minneapolis - St. Paul	1,609,647	14
St. Louis	1,514,605	15
Nassau - Suffolk	1,478,116	16
Seattle	1,471,820	17
Oakland	1,316,954	18
Baltimore	1,312,019	19
Miami - Hialeah	1,266,329	20
Tampa - St. Petersburg - Clearwater	1,258,220	21
Denver	1,249,409	22
Phoenix	1,230,811	23
Cleveland	1,191,079	24
Riverside - San Bernardino	1,180,420	25
San Jose	1,154,555	26
Pittsburgh	1,055,886	27
Fort Lauderdale - Hollywood - Pompano Beach	1,039,830	28
Kansas City	1,014,749	29
Honolulu	992,641	30
Cincinnati	953,657	31
Sacramento	925,228	32
New Orleans	911,940	33
Newark	906,313	34
Columbus, Ohio	877,950	35
Bergen - Passaic	838,044	36
Hartford - New Britain - Middletown - Bristol	834,252	37
Portland, Ore.	823,533	38
Indianapolis	817,117	39
Milwaukee	810,253	40
Norfolk - Virginia Beach - Newport News	803,520	41
Orlando	775,559	42
Fort Worth - Arlington	767,851	43
Oklahoma City	754,130	44
Bridgeport - Stamford - Norwalk - Danbury	731,098	45
San Antonio	724,289	46
West Palm Beach - Boca Raton - Delray Beach	622,958	47
Louisville	615,384	48
Charlotte - Gastonia - Rock Hill	607,092	49
Greensboro - Winston-Salem - High Point	593,810	50
New Haven - Waterbury - Meriden	553,383	51
Providence - Pawtucket - Woonsocket	552,691	52
Nashville	547,067	53
Dayton - Springfield	545,053	54
Rochester, N.Y.	539,182	55
Memphis	517,668	56
Jacksonville, Fla.	510,991	57
Austin	507,704	58
Buffalo	507,363	59
Monmouth - Ocean	501,735	60
Richmond - Petersburg	494,871	61
Middlesex - Somerset - Hunterdon	477,181	62
Knoxville	457,670	63
Toledo	445,868	64
Tulsa	427,539	65
Salt Lake City - Ogden	423,111	66
Las Vegas	416,187	67
Raleigh - Durham	413,270	68
Worcester - Fitchburg - Leominster	407,487	69
Omaha	396,401	70
Akron	395,090	71
Springfield, Mass.	390,615	72
Birmingham	389,700	73
Albany - Schenectady - Troy	386,033	74
Gary - Hammond	371,601	75
Grand Rapids	369,887	76
Tucson	355,176	77
Scranton - Wilkes-Barre	338,503	78
Greenville - Spartanburg	336,354	79
Allentown - Bethlehem	333,734	80
Albuquerque	326,707	81
Harrisburg - Lebanon - Carlisle	324,016	82
Syracuse	320,481	83
Santa Barbara - Santa Maria - Lompoc	309,568	84
New Bedford - Fall River - Attleboro	302,954	85
Atlantic City	299,209	86
Charleston, S.C.	298,959	87
Bakersfield	298,132	88
Oxnard - Ventura	292,699	89
Tacoma	292,505	90
Fresno	286,978	91
Anchorage	284,614	92
Wilmington, Del.	275,583	93
Lexington-Fayette	272,547	94
Wichita	265,429	95
Madison	264,401	96
Columbia, S.C.	261,232	97
Flint	260,682	98
Little Rock - North Little Rock	260,211	99
Baton Rouge	258,425	100
Vallejo - Fairfield - Napa	251,164	101
Lansing - East Lansing	250,582	102
Des Moines	249,274	103
Youngstown - Warren	248,766	104
Manchester - Nashua	246,560	105
Portland, Me.	244,555	106
El Paso	242,312	107
Portsmouth - Dover - Rochester	240,304	108
Stockton	238,261	109
Lake County, Ill.	235,766	110
Saginaw - Bay City - Midland	233,990	111
Mobile	225,782	112
Daytona Beach	224,683	113
Salinas - Seaside - Monterey	223,442	114
Santa Rosa - Petaluma	220,210	115
Colorado Springs	218,934	116
Chattanooga	218,874	117
Canton	216,872	118
Fort Wayne	216,181	119
Davenport - Rock Island - Moline	213,834	120
Sarasota	210,935	121
Spokane	206,109	122
Corpus Christi	204,870	123
Lancaster	197,256	124
Melbourne - Titusville - Palm Bay	194,960	125
Ann Arbor	190,070	126
Fort Myers - Cape Coral	184,580	127
Reading	183,382	128
Beaumont - Port Arthur	182,231	129
Boulder - Longmont	181,891	130
Johnson City - Kingsport - Bristol	180,359	131
Lakeland - Winter Haven	179,490	132
Pensacola	175,481	133
Trenton	175,324	134
Savannah	174,719	135
New London - Norwich	173,447	136
Evansville	171,838	137
Augusta	171,290	138
Aurora - Elgin	171,035	139
Jersey City	170,727	140
Peoria	169,303	141
Reno	169,260	142
Shreveport	168,572	143
Jackson, Miss.	164,621	144
Modesto	162,516	145
York	161,785	146
Lafayette, La.	156,182	147
Huntington - Ashland	155,267	148
South Bend - Mishawaka	150,427	149
Kalamazoo	150,153	150
Santa Cruz	149,834	151
Appleton - Oshkosh - Neenah	147,883	152
Rockford	147,836	153
Galveston - Texas City	147,165	154
Eugene - Springfield	145,487	155
Macon - Warner Robins	143,239	156
Houma - Thibodaux	141,709	157
Roanoke	141,113	158
Joliet	136,498	159
Tallahassee	136,266	160
Duluth	135,499	161
Erie	134,750	162
Montgomery	134,558	163
Fayetteville, N.C.	134,111	164
Bradenton	133,843	165
Springfield, Mo.	133,824	166
Lincoln	132,497	167
Visalia - Tulare - Porterville	130,689	168
Gainesville	130,028	169
McAllen - Edinburg - Mission	129,846	170
Boise	128,990	171
Lubbock	128,255	172
Amarillo	127,178	173
Utica - Rome	127,107	174
Hamilton - Middletown	126,118	175
Biloxi - Gulfport	125,857	176
Charleston, W.Va.	124,925	177
Odessa	123,707	178
Brownsville - Harlingen	122,877	179
Salem, Ore.	121,825	180
Huntsville	121,502	181
Asheville	117,978	182
Springfield, Ill.	115,720	183
Green Bay	113,925	184
Columbus, Ga.	113,878	185
Champaign - Urbana - Rantoul	113,843	186
Hickory	112,090	187
Binghamton	111,867	188
Killeen - Temple	110,032	189
Burlington, Vt.	109,290	190
Naples	108,986	191
Topeka	107,032	192
Poughkeepsie	106,752	193
Lorain - Elyria	105,164	194
Panama City	103,790	195
Longview - Marshall	103,328	196
Fort Walton Beach	102,608	197
Fort Pierce	99,973	198
Chico	97,032	199
Vancouver	96,080	200
Orange County, N.Y.	96,036	201
Waco	94,984	202
Lima	93,081	203
Fort Collins - Loveland	92,295	204
Niagara Falls	91,453	205
Cedar Rapids	90,291	206
Bryan - College Station	90,238	207
Wilmington, N.C.	90,119	208
Pittsfield	89,774	209
Fargo - Moorhead	88,906	210
Wichita Falls	88,671	211
Athens	85,666	212
Lynchburg	84,966	213
Terre Haute	84,437	214
Bangor	84,420	215
Muncie	84,368	216
Yakima	84,160	217
Racine	82,717	218
Abilene	81,674	219
Elkhart - Goshen	81,090	220
Ocala	80,712	221
Olympia	80,388	222
Fort Smith	80,361	223
Midland, Tex.	79,209	224
Charlottesville	78,883	225
Bremerton	77,963	226
Benton Harbor	77,835	227
Bloomington - Normal	76,790	228
Burlington, N.C.	76,535	229
St. Cloud	76,441	230
Sioux Falls	76,270	231
Wheeling	76,134	232
Lafayette - West Lafayette	75,196	233
Muskegon	74,693	234
Parkersburg - Marietta	74,591	235
Billings	74,556	236
Bellingham	73,832	237
Santa Fe	73,087	238
Merced	72,428	239
Eau Claire	72,384	240
Waterloo - Cedar Falls	72,137	241
Janesville - Beloit	71,427	242
Tyler	71,228	243
Kenosha	70,746	244
San Angelo	70,635	245
Lake Charles	70,361	246
Brazoria	70,081	247
Battle Creek	69,262	248
Monroe	68,790	249
Joplin	68,241	250
Kokomo	67,994	251
Laredo	66,237	252
Richland - Kennewick - Pasco	66,175	253
Redding	65,332	254
Medford	64,886	255
Clarksville - Hopkinsville	64,512	256
Albany, Ga.	63,776	257
Owensboro	63,424	258
Dothan	63,230	259
Anderson, Ind.	62,759	260
State College	61,870	261
Rochester, Minn.	61,656	262
Tuscaloosa	60,242	263
Lawton	60,090	264
Bloomington, Ind.	60,067	265
Texarkana	59,814	266
Anderson, S.C.	59,396	267
Mansfield	59,379	268
Fayetteville - Springdale	58,941	269
Johnstown	58,859	270
Sioux City	58,254	271
Glens Falls	58,214	272
Cheyenne	58,108	273
Rapid City	57,626	274
Columbia, Mo.	57,378	275
Steubenville - Weirton	57,217	276
Kankakee	56,385	277
Yuba City	55,393	278
Pueblo	55,380	279
Decatur, Ill.	55,199	280
Jackson, Mich.	54,924	281
Florence, Ala.	54,827	282
Provo - Orem	54,260	283
Las Cruces	54,205	284
La Crosse	51,864	285
Florence, S.C.	51,672	286
Alexandria, La.	51,565	287
St. Joseph	51,086	288
Greeley	50,756	289
Lewiston - Auburn	50,431	290
Bismarck	50,220	291
Jacksonville, N.C.	49,724	292
Beaver County, Pa.	49,551	293
Danville, Va.	49,190	294
Pascagoula	48,578	295
Iowa City	48,474	296
Sherman - Denison	48,472	297
Cumberland	46,871	298
Altoona	46,101	299
Lawrence, Kans.	45,610	300
Dubuque	45,188	301
Sharon	43,318	302
Casper	43,108	303
Williamsport	43,000	304
Elmira	42,962	305
Jackson, Tenn.	42,894	306
Sheboygan	42,555	307
Vineland - Millville - Bridgeton	39,170	308
Gadsden	38,603	309
Victoria	38,370	310
Great Falls	38,091	311
Wausau	38,005	312
Decatur, Ala.	36,977	313
Enid	35,384	314
Hagerstown	32,948	315
Anniston	32,751	316
Pine Bluff	30,035	317
Grand Forks	28,202	318
Total Above Areas	118,829,414	
Percent of U.S.	84.7387	
United States Total	140,230,235	

EATING PLACE UNITS BY MARKET, 1987

Metro Area Name	# of Units	Rank
New York	9,961	1
Los Angeles - Long Beach	9,586	2
Chicago	6,756	3
Boston - Lawrence - Salem - Lowell - Brockton	4,878	4
Philadelphia	4,730	5
Detroit	4,603	6
Washington	4,168	7
Houston	3,608	8
Atlanta	3,432	9
Nassau - Suffolk	3,285	10
San Francisco	3,071	11
Dallas	3,045	12
Anaheim - Santa Ana	2,987	13
San Diego	2,725	14
St. Louis	2,632	15
Minneapolis - St. Paul	2,570	16
Seattle	2,453	17
Oakland	2,438	18
Baltimore	2,390	19
Tampa - St. Petersburg - Clearwater	2,331	20
Pittsburgh	2,282	21
Phoenix	2,220	22
Miami - Hialeah	2,219	23
Riverside - San Bernardino	2,095	24
Denver	2,064	25
Cleveland	1,995	26
Newark	1,951	27
San Jose	1,842	28
Sacramento	1,815	29
Kansas City	1,692	30
Cincinnati	1,652	31
Fort Lauderdale - Hollywood - Pompano Beach	1,620	32
Columbus, Ohio	1,605	33
Milwaukee	1,588	34
Portland, Ore.	1,559	35
San Antonio	1,532	36
Norfolk - Virginia Beach - Newport News	1,522	37
Oklahoma City	1,519	38
New Orleans	1,497	39
Bergen - Passaic	1,485	40
Indianapolis	1,458	41
Fort Worth - Arlington	1,433	42
Hartford - New Britain - Middletown - Bristol	1,376	43
Buffalo	1,274	44
Charlotte - Gastonia - Rock Hill	1,213	45
Rochester, N.Y.	1,161	46
Providence - Pawtucket - Woonsocket	1,157	47
Albany - Schenectady - Troy	1,134	48
Honolulu	1,134	48
Orlando	1,131	50
Monmouth - Ocean	1,126	51
Nashville	1,099	52
Dayton - Springfield	1,090	53
Greensboro - Winston-Salem - High Point	1,082	54
Bridgeport - Stamford - Norwalk - Danbury	1,057	55
Salt Lake City - Ogden	1,049	56
New Haven - Waterbury - Meriden	1,045	57
Middlesex - Somerset - Hunterdon	1,026	58
Austin	1,025	59
Richmond - Petersburg	1,008	60
Jacksonville, Fla.	1,001	61
Tulsa	963	62
West Palm Beach - Boca Raton - Delray Beach	960	63
Memphis	953	64
Louisville	948	65
Scranton - Wilkes-Barre	875	66
Raleigh - Durham	849	67
Birmingham	845	68
Worcester - Fitchburg - Leominster	781	69
Syracuse	768	70
Toledo	755	71
Knoxville	740	72
Allentown - Bethlehem	733	73
Akron	726	74
Tucson	722	75
Fresno	717	76
Springfield, Mass.	705	77
Gary - Hammond	704	78
Greenville - Spartanburg	701	79
Atlantic City	677	80
Las Vegas	676	81
Harrisburg - Lebanon - Carlisle	649	82
Grand Rapids	646	83
Wichita	629	84
Omaha	628	85
Albuquerque	625	86
Oxnard - Ventura	624	87
Wilmington, Del.	596	88
Little Rock - North Little Rock	566	89
New Bedford - Fall River - Attleboro	565	90
Bakersfield	563	91
Youngstown - Warren	558	92
Lake County, Ill.	542	93
Tacoma	523	94
Santa Barbara - Santa Maria - Lompoc	512	95
Baton Rouge	509	96
Jersey City	504	97
El Paso	497	98
Canton	493	99
Chattanooga	492	100
Columbia, S.C.	491	101
Salinas - Seaside - Monterey	490	102
Stockton	480	103
Des Moines	479	104
Colorado Springs	471	105
Fort Wayne	470	106
Santa Rosa - Petaluma	468	107
Mobile	467	108
Charleston, S.C.	464	109
Madison	461	110
Spokane	458	111
Portsmouth - Dover - Rochester	457	112
Vallejo - Fairfield - Napa	455	113
Daytona Beach	454	114
Flint	451	115
Lansing - East Lansing	447	116
Melbourne - Titusville - Palm Bay	442	117
Davenport - Rock Island - Moline	441	118
Corpus Christi	428	119
York	427	120
Manchester - Nashua	418	121
Lancaster	412	122
Lexington-Fayette	404	123
Utica - Rome	404	123
Fort Myers - Cape Coral	403	125
Johnson City - Kingsport - Bristol	402	126
Eugene - Springfield	399	127
Reading	388	128
Peoria	381	129
Jackson, Miss.	377	130
Beaumont - Port Arthur	376	131
Trenton	373	132
Lakeland - Winter Haven	367	133
Saginaw - Bay City - Midland	367	133
Santa Cruz	366	135
Modesto	356	136
Sarasota	356	136
Aurora - Elgin	354	138
Augusta	352	139
Shreveport	350	140
Portland, Me.	347	141
Pensacola	339	142
Ann Arbor	338	143
Appleton - Oshkosh - Neenah	337	144
South Bend - Mishawaka	334	145
Salem, Ore.	333	146
Evansville	332	147
Rockford	332	147
Boulder - Longmont	331	149
Joliet	327	150
New London - Norwich	325	151
Orange County, N.Y.	323	152
Duluth	322	153
Anchorage	320	154
Erie	318	155
Visalia - Tulare - Porterville	312	156
Amarillo	310	157
Macon - Warner Robins	310	157
Poughkeepsie	304	159
Huntington - Ashland	301	160
Reno	301	160
Niagara Falls	298	162
Charleston, W.Va.	291	163
Lubbock	290	164
Roanoke	290	164
Savannah	286	166
Springfield, Mo.	285	167
Binghamton	284	168
Kalamazoo	278	169
McAllen - Edinburg - Mission	272	170
Montgomery	271	171
Hickory	268	172
Hamilton - Middletown	266	173
Fayetteville, N.C.	259	174
Galveston - Texas City	255	175
Lorain - Elyria	250	176
Brownsville - Harlingen	249	177
Gainesville	248	178
Fort Smith	244	179
Longview - Marshall	244	179
Boise	241	181
Columbus, Ga.	240	182
Lafayette, La.	240	182
Biloxi - Gulfport	239	184
Tallahassee	237	185
Lincoln	234	186
Glens Falls	233	187
Topeka	231	188
Fort Collins - Loveland	229	189
Green Bay	229	189
Asheville	228	191
Johnstown	225	192
Waco	225	192
Killeen - Temple	224	194
Pittsfield	222	195
Huntsville	218	196
Chico	215	197
Fort Pierce	214	198
Lima	208	199
Medford	207	200
Springfield, Ill.	207	200
Elkhart - Goshen	205	202
Vancouver	204	203
Cedar Rapids	202	204
Yakima	202	204
Billings	201	206
Fort Walton Beach	200	207
Champaign - Urbana - Rantoul	197	208
Provo - Orem	197	208
Racine	195	210
Bradenton	194	211
Redding	193	212
Benton Harbor	191	213
Brazoria	187	214
Ocala	187	214
Wheeling	183	216
Bellingham	182	217
Fargo - Moorhead	182	217
Janesville - Beloit	182	217
Tyler	182	217
Panama City	180	221
Burlington, Vt.	179	222
Joplin	176	223
Wichita Falls	176	223
Battle Creek	174	225
Houma - Thibodaux	174	225
Naples	173	227
Waterloo - Cedar Falls	173	227
Olympia	172	229
St. Cloud	171	230
Odessa	170	231
Santa Fe	169	232
Abilene	167	233
Parkersburg - Marietta	166	234
Richland - Kennewick - Pasco	166	234
Steubenville - Weirton	166	234
Charlottesville	164	237
Monroe	164	237
Pueblo	164	237
Wilmington, N.C.	164	237
Athens	163	241
Eau Claire	162	242
Lynchburg	161	243
Terre Haute	161	243
Merced	160	245
Muncie	160	245
Lake Charles	158	247
Mansfield	158	247
Muskegon	158	247
Bloomington - Normal	156	250
Bryan - College Station	155	251
Beaver County, Pa.	154	252
Bangor	153	253
Fayetteville - Springdale	152	254
Jackson, Mich.	151	255
Altoona	147	256
Sioux Falls	147	256
Anderson, S.C.	146	258
Clarksville - Hopkinsville	146	258
Bremerton	145	260
Tuscaloosa	145	260
Lafayette - West Lafayette	143	262
Kokomo	142	263
Midland, Tex.	142	263
State College	141	265
Anderson, Ind.	140	266
La Crosse	139	267
Sioux City	138	268
Dothan	137	269
Florence, Ala.	136	270
Sharon	135	271
Bloomington, Ind.	133	272
Williamsport	133	272
Florence, S.C.	132	274
Kenosha	131	275
Yuba City	131	275
Cumberland	130	277
Jacksonville, N.C.	130	277
Las Cruces	129	279
San Angelo	129	279
Columbia, Mo.	127	281
Texarkana	126	282
Albany, Ga.	125	283
Danville, Va.	125	283
Decatur, Ill.	125	283
Wausau	124	286
Alexandria, La.	122	287
Lawton	122	287
Sherman - Denison	122	287
Greeley	121	290
Rapid City	121	290
Dubuque	119	292
Vineland - Millville - Bridgeton	118	293
Burlington, N.C.	117	294
Great Falls	117	294
Sheboygan	117	294
Anniston	112	297
Gadsden	112	297
Hagerstown	111	299
Lewiston - Auburn	110	300
Rochester, Minn.	110	300
Owensboro	108	302
Cheyenne	107	303
Pascagoula	107	303
St. Joseph	102	305
Decatur, Ala.	101	306
Elmira	101	306
Kankakee	100	308
Victoria	100	308
Bismarck	98	310
Casper	98	310
Enid	97	312
Laredo	93	313
Iowa City	91	314
Pine Bluff	88	315
Jackson, Tenn.	85	316
Lawrence, Kans.	82	317
Grand Forks	77	318
Total Above Areas	218,498	
Percent of U.S.	77.6840	
United States Total	*281,265*	

For more information on U.S. West (Sectional) circle number 36→

FAST FOOD SALES BY MARKET, 1987

Metro Area Name	Sales	Rank
Los Angeles - Long Beach	2,007,229	1
Chicago	1,371,103	2
New York	1,293,811	3
Washington	986,101	4
Atlanta	982,351	5
Detroit	947,123	6
Boston - Lawrence - Salem - Lowell - Brockton	[illegible]	7
Philadelphia	873,654	8
Houston	832,504	9
Anaheim - Santa Ana	714,543	10
Dallas	710,025	11
St. Louis	691,096	12
San Diego	578,200	13
Baltimore	527,257	14
Minneapolis - St. Paul	523,809	15
Riverside - San Bernardino	522,930	16
Oakland	505,342	17
San Francisco	475,292	18
Tampa - St. Petersburg - Clearwater	460,428	19
Kansas City	455,812	20
Cleveland	449,378	21
San Jose	446,060	22
Seattle	443,320	23
Phoenix	426,159	24
Columbus, Ohio	414,714	25
Nassau - Suffolk	414,103	26
Miami - Hialeah	410,949	27
Cincinnati	385,491	28
Sacramento	384,313	29
Indianapolis	377,408	30
Denver	374,478	31
Norfolk - Virginia Beach - Newport News	357,926	32
Pittsburgh	355,734	33
Fort Worth - Arlington	348,452	34
Oklahoma City	347,642	35
New Orleans	338,479	36
Honolulu	337,376	37
Charlotte - Gastonia - Rock Hill	326,968	38
Louisville	326,908	39
San Antonio	302,376	40
Fort Lauderdale - Hollywood - Pompano Beach	294,634	41
Orlando	292,192	42
Milwaukee	284,103	43
Greensboro - Winston-Salem - High Point	279,275	44
Portland, Ore.	273,923	45
Dayton - Springfield	266,218	46
Memphis	264,351	47
Hartford - New Britain - Middletown - Bristol	259,270	48
Newark	254,677	49
Jacksonville, Fla.	242,652	50
Richmond - Petersburg	238,800	51
Nashville	222,313	52
Austin	217,428	53
Bergen - Passaic	213,408	54
Tulsa	209,824	55
Knoxville	209,123	56
Birmingham	204,658	57
Raleigh - Durham	199,883	58
Salt Lake City - Ogden	192,147	59
Greenville - Spartanburg	187,282	60
New Haven - Waterbury - Meriden	184,959	61
Bridgeport - Stamford - Norwalk - Danbury	182,021	62
Gary - Hammond	174,698	63
Providence - Pawtucket - Woonsocket	172,871	64
Buffalo	171,679	65
Rochester, N.Y.	168,961	66
Toledo	167,639	67
Omaha	166,003	68
West Palm Beach - Boca Raton - Delray Beach	157,318	69
Monmouth - Ocean	154,185	70
Akron	152,076	71
Charleston, S.C.	143,282	72
Las Vegas	141,450	73
Tucson	140,710	74
Middlesex - Somerset - Hunterdon	140,662	75
Baton Rouge	138,200	76
Columbia, S.C.	137,328	77
Lexington-Fayette	137,301	78
Little Rock - North Little Rock	135,676	79
Albuquerque	131,580	80
Fresno	128,447	81
Bakersfield	126,705	82
Grand Rapids	126,361	83
Albany - Schenectady - Troy	124,895	84
Harrisburg - Lebanon - Carlisle	124,267	85
Wichita	121,606	86
Scranton - Wilkes-Barre	121,399	87
Wilmington, Del.	118,321	88
Youngstown - Warren	117,128	89
Mobile	116,779	90
Stockton	116,135	91
Allentown - Bethlehem	115,759	92
New Bedford - Fall River - Attleboro	114,820	93
Springfield, Mass.	113,276	94
Flint	112,652	95
Lansing - East Lansing	112,310	96
El Paso	110,119	97
Chattanooga	109,956	98
Tacoma	108,845	99
Des Moines	107,383	100
Worcester - Fitchburg - Leominster	107,181	101
Johnson City - Kingsport - Bristol	106,240	102
Oxnard - Ventura	105,119	103
Vallejo - Fairfield - Napa	102,966	104
Syracuse	102,447	105
Huntington - Ashland	100,261	106
Davenport - Rock Island - Moline	98,580	107
Madison	96,026	108
Corpus Christi	95,183	109
Colorado Springs	92,806	110
Augusta	91,831	111
Canton	91,763	112
Lakeland - Winter Haven	91,247	113
Saginaw - Bay City - Midland	90,305	114
Atlantic City	90,125	115
Savannah	89,022	116
Santa Barbara - Santa Maria - Lompoc	88,556	117
Anchorage	87,358	118
Evansville	87,312	119
Pensacola	86,097	120
Santa Rosa - Petaluma	83,434	121
Daytona Beach	83,043	122
Jackson, Miss.	82,793	123
Shreveport	81,616	124
Spokane	79,828	125
Lake County, Ill.	79,578	126
Beaumont - Port Arthur	79,139	127
Portland, Me.	79,100	128
Modesto	78,641	129
Fort Wayne	76,148	130
Montgomery	76,132	131
Melbourne - Titusville - Palm Bay	75,146	132
Manchester - Nashua	74,342	133
Macon - Warner Robins	73,499	134
Ann Arbor	73,480	135
Peoria	71,217	136
Fayetteville, N.C.	70,213	137
Salinas - Seaside - Monterey	68,884	138
Reading	68,458	139
Portsmouth - Dover - Rochester	68,088	140
Visalia - Tulare - Porterville	67,980	141
Charleston, W.Va.	67,300	142
Biloxi - Gulfport	66,817	143
Lafayette, La.	65,701	144
Huntsville	65,650	145
Lancaster	65,615	146
Eugene - Springfield	65,519	147
Galveston - Texas City	64,139	148
Roanoke	63,122	149
York	62,877	150
Aurora - Elgin	62,786	151
Springfield, Mo.	62,531	152
Asheville	61,770	153
Santa Cruz	60,801	154
Fort Myers - Cape Coral	60,416	158
South Bend - Mishawaka	60,190	156
Hickory	59,486	157
Kalamazoo	59,312	158
Rockford	59,070	159
Boulder - Longmont	58,982	160
New London - Norwich	58,834	161
Columbus, Ga.	58,798	162
Erie	58,188	163
Reno	57,566	164
Jersey City	56,595	165
Lubbock	56,196	166
Appleton - Oshkosh - Neenah	55,834	167
Joliet	55,651	168
Lincoln	55,573	169
Amarillo	55,425	170
Hamilton - Middletown	55,412	171
Odessa	53,912	172
McAllen - Edinburg - Mission	53,577	173
Brownsville - Harlingen	53,553	174
Topeka	53,276	175
Houma - Thibodaux	52,946	176
Sarasota	52,580	177
Trenton	51,475	178
Salem, Ore.	49,990	179
Tallahassee	49,359	180
Boise	49,149	181
Bradenton	48,184	182
Killeen - Temple	47,954	183
Gainesville	47,193	184
Wilmington, N.C.	47,184	185
Lorain - Elyria	46,203	186
Springfield, Ill.	45,307	187
Longview - Marshall	45,029	188
Naples	44,911	189
Fort Smith	44,861	190
Champaign - Urbana - Rantoul	44,561	191
Duluth	43,894	192
Athens	43,719	193
Waco	41,395	194
Fort Pierce	41,188	195
Utica - Rome	40,997	196
Lima	40,896	197
Burlington, N.C.	40,067	198
Vancouver	39,684	199
Terre Haute	39,581	200
Muncie	39,550	201
Dothan	39,432	202
Bryan - College Station	39,329	203
Binghamton	39,243	204
Green Bay	39,155	205
Cedar Rapids	38,976	206
Wichita Falls	38,644	207
Elkhart - Goshen	38,008	208
Lynchburg	37,971	209
Wheeling	37,630	210
Parkersburg - Marietta	37,466	211
Panama City	37,365	212
Brazoria	37,349	213
Fort Walton Beach	35,944	214
Abilene	35,595	215
Charlottesville	35,268	216
Lafayette - West Lafayette	35,247	217
Owensboro	35,221	218
Midland, Tex.	34,521	219
Fargo - Moorhead	34,390	220
Chico	34,266	221
Tuscaloosa	34,086	222
Orange County, N.Y.	33,694	223
Fayetteville - Springdale	33,116	224
Clarksville - Hopkinsville	32,645	225
Santa Fe	32,605	226
Albany, Ga.	32,503	227
Niagara Falls	32,373	228
Kokomo	31,875	229
Bangor	31,694	230
Tyler	31,043	231
Florence, Ala.	31,025	232
Waterloo - Cedar Falls	31,005	233
San Angelo	30,785	234
Anderson, S.C.	30,285	235
Joplin	30,260	236
Benton Harbor	30,094	237
Bloomington - Normal	30,059	238
Lake Charles	29,752	239
Fort Collins - Loveland	29,578	240
Anderson, Ind.	29,416	241
Burlington, Vt.	29,383	242
Lawton	29,175	243
Monroe	29,084	244
Poughkeepsie	29,069	245
Ocala	29,058	246
Muskegon	28,877	247
Laredo	28,869	248
Racine	28,429	249
Yakima	28,311	250
Steubenville - Weirton	28,244	251
Bloomington, Ind.	28,157	252
Texarkana	28,107	253
Johnstown	27,492	254
Olympia	27,043	255
Billings	26,851	256
Battle Creek	26,777	257
Merced	26,536	258
Sioux Falls	26,493	259
Florence, S.C.	26,348	260
Bremerton	26,226	261
Mansfield	26,089	262
Jacksonville, N.C.	26,034	263
Pascagoula	25,789	264
St. Cloud	25,486	265
Columbia, Mo.	25,442	266
Pittsfield	25,351	267
Sioux City	25,057	268
Eau Claire	24,936	269
Bellingham	24,838	270
Provo - Orem	24,574	271
Janesville - Beloit	24,546	272
Kenosha	24,317	273
Medford	23,786	274
Redding	23,072	275
Decatur, Ala.	23,056	276
Las Cruces	22,991	277
Lawrence, Kans.	22,701	278
St. Joseph	22,651	279
State College	22,443	280
Cheyenne	22,279	281
Richland - Kennewick - Pasco	22,261	282
Kankakee	22,073	283
Danville, Va.	21,975	284
Beaver County, Pa.	21,846	285
Gadsden	21,840	286
Alexandria, La.	21,805	287
Decatur, Ill.	21,609	288
Jackson, Mich.	21,236	289
Jackson, Tenn.	21,180	290
Sherman - Denison	21,126	291
Iowa City	20,926	292
Rochester, Minn.	20,513	293
Bismarck	20,421	294
Cumberland	19,780	295
Yuba City	19,558	296
Dubuque	19,506	297
Lewiston - Auburn	18,930	298
Rapid City	18,894	299
Anniston	18,530	300
La Crosse	17,824	301
Pueblo	17,748	302
Enid	17,179	303
Casper	17,115	304
Pine Bluff	16,876	305
Altoona	16,724	306
Victoria	16,723	307
Greeley	16,265	308
Glens Falls	15,850	309
Sharon	15,715	310
Williamsport	15,599	311
Sheboygan	14,628	312
Great Falls	13,716	313
Hagerstown	13,485	314
Wausau	13,063	315
Vineland - Millville - Bridgeton	11,804	316
Elmira	11,698	317
Grand Forks	11,468	318
Total Above Areas	43,988,508	
Percent of U.S.	82.4034	
United States Total	53,381,896	

RESTAURANT SALES BY MARKET, 1987

Metro Area Name	Sales	Rank
Los Angeles - Long Beach	3,355,487	1
New York	3,224,691	2
Chicago	2,047,014	3
Boston - Lawrence - Salem - Lowell - Brockton	1,988,249	4
Washington	1,328,956	5
San Francisco	1,294,737	6
Detroit	1,281,783	7
Philadelphia	1,249,398	8
Anaheim - Santa Ana	1,178,749	9
Houston	965,806	10
San Diego	930,886	11
Minneapolis - St. Paul	912,867	12
Atlanta	833,240	13
Seattle	826,660	14
Nassau - Suffolk	765,688	15
Dallas	756,216	16
Oakland	704,171	17
Denver	689,528	18
Miami - Hialeah	649,545	19
Phoenix	646,985	20
Tampa - St. Petersburg - Clearwater	634,606	21
Fort Lauderdale - Hollywood - Pompano Beach	622,702	22
Cleveland	602,252	23
St. Louis	601,225	24
San Jose	599,177	25
Riverside - San Bernardino	597,840	26
Pittsburgh	544,635	27
Baltimore	538,633	28
Honolulu	524,222	29
Sacramento	474,871	30
Portland, Ore.	467,883	31
Bergen - Passaic	457,557	32
Kansas City	454,114	33
Cincinnati	452,805	34
Milwaukee	449,614	35
Newark	444,523	36
Bridgeport - Stamford - Norwalk - Danbury	426,649	37
Hartford - New Britain - Middletown - Bristol	419,243	38
West Palm Beach - Boca Raton - Delray Beach	409,959	39
Orlando	405,569	40
New Orleans	402,868	41
Columbus, Ohio	372,197	42
Norfolk - Virginia Beach - Newport News	366,107	43
Indianapolis	322,334	44
Providence - Pawtucket - Woonsocket	315,016	45
New Haven - Waterbury - Meriden	304,091	46
Fort Worth - Arlington	298,964	47
Monmouth - Ocean	295,866	48
Rochester, N.Y.	291,218	49
Oklahoma City	290,653	50
San Antonio	278,670	51
Middlesex - Somerset - Hunterdon	265,475	52
Nashville	261,985	53
Buffalo	250,267	54
Worcester - Fitchburg - Leominster	236,042	55
Springfield, Mass.	229,941	56
Toledo	226,214	57
Austin	224,359	58
Louisville	221,636	59
Charlotte - Gastonia - Rock Hill	220,522	60
Dayton - Springfield	219,042	61
Albany - Schenectady - Troy	218,562	62
Greensboro - Winston-Salem - High Point	214,868	63
Jacksonville, Fla.	214,447	64
Akron	214,118	65
Las Vegas	205,562	66
Santa Barbara - Santa Maria - Lompoc	202,377	67
Richmond - Petersburg	199,816	68
Omaha	199,010	69
Knoxville	197,408	70
Grand Rapids	197,037	71
Salt Lake City - Ogden	191,470	72
Memphis	183,287	73
Syracuse	175,145	74
Atlantic City	173,553	75
Tucson	172,750	76
Oxnard - Ventura	171,451	77
Tacoma	167,347	78
Gary - Hammond	161,971	79
Allentown - Bethlehem	159,985	80
Raleigh - Durham	159,532	81
Scranton - Wilkes-Barre	159,214	82
Harrisburg - Lebanon - Carlisle	157,963	83
Madison	157,099	84
Albuquerque	152,139	85
Bakersfield	151,711	86
New Bedford - Fall River - Attleboro	151,694	87
Tulsa	150,835	88
Salinas - Seaside - Monterey	148,383	89
Portsmouth - Dover - Rochester	148,281	90
Portland, Me.	146,296	91
Fresno	145,084	92
Manchester - Nashua	144,850	93
Sarasota	140,020	94
Vallejo - Fairfield - Napa	136,841	95
Wilmington, Del.	134,451	96
Lake County, Ill.	130,506	97
Birmingham	127,484	98
Santa Rosa - Petaluma	121,651	99
Fort Wayne	120,631	100
Lancaster	120,283	101
Saginaw - Bay City - Midland	118,982	102
Flint	116,354	103
Lansing - East Lansing	115,703	104
Anchorage	114,888	105
Daytona Beach	113,524	106
Fort Myers - Cape Coral	112,801	107
Stockton	112,743	108
Canton	112,368	109
Greenville - Spartanburg	111,394	110
Wichita	109,471	111
Spokane	109,413	112
Des Moines	108,586	113
Boulder - Longmont	106,512	114
Youngstown - Warren	105,472	115
Lexington-Fayette	104,402	116
Reading	102,047	117
New London - Norwich	101,654	118
Charleston, S.C.	98,619	119
Reno	97,499	120
Colorado Springs	95,822	121
Ann Arbor	95,317	122
Melbourne - Titusville - Palm Bay	94,687	123
Little Rock - North Little Rock	94,027	124
El Paso	92,841	125
Trenton	92,839	126
Davenport - Rock Island - Moline	90,358	127
Chattanooga	90,121	128
Jersey City	89,802	129
Columbia, S.C.	89,002	130
Peoria	86,828	131
Corpus Christi	85,412	132
Baton Rouge	85,220	133
Aurora - Elgin	84,994	134
Duluth	82,868	135
York	79,629	136
Santa Cruz	79,192	137
South Bend - Mishawaka	78,659	138
Beaumont - Port Arthur	76,287	139
Rockford	75,463	140
Mobile	75,205	141
Appleton - Oshkosh - Neenah	75,165	142
Lakeland - Winter Haven	75,018	143
Modesto	73,015	144
Tallahassee	71,279	145
Kalamazoo	70,273	146
Bradenton	70,084	147
Eugene - Springfield	69,975	148
Joliet	68,893	149
Gainesville	67,993	150
Evansville	67,971	151
Boise	67,839	152
Shreveport	66,723	153
Lincoln	66,510	154
Burlington, Vt.	66,230	155
Green Bay	66,111	156
Utica - Rome	65,625	157
Savannah	64,921	158
Pensacola	64,203	159
Binghamton	63,736	160
Erie	62,239	161
Galveston - Texas City	60,238	162
Jackson, Miss.	59,955	163
Roanoke	59,836	164
Salem, Ore.	58,138	165
Poughkeepsie	57,827	166
Hamilton - Middletown	57,542	167
Visalia - Tulare - Porterville	57,098	168
Springfield, Ill.	57,035	169
Champaign - Urbana - Rantoul	56,106	170
Pittsfield	56,043	171
Lafayette, La.	55,802	172
Naples	55,707	173
Panama City	54,350	174
Chico	53,791	175
Fort Walton Beach	53,730	176
Macon - Warner Robins	52,945	177
Orange County, N.Y.	52,184	178
Amarillo	52,055	179
Vancouver	51,449	180
Fort Collins - Loveland	51,229	181
Springfield, Mo.	51,194	182
Fort Pierce	51,098	183
Odessa	50,639	184
Augusta	50,464	185
Johnson City - Kingsport - Bristol	50,440	186
Brownsville - Harlingen	50,297	187
Fayetteville, N.C.	50,144	188
Lubbock	49,722	189
Fargo - Moorhead	48,472	190
Racine	47,999	191
Yakima	47,998	192
Lorain - Elyria	47,981	193
Olympia	45,844	194
McAllen - Edinburg - Mission	45,151	195
Charleston, W.Va.	45,149	196
Killeen - Temple	45,037	197
Bangor	44,998	198
Biloxi - Gulfport	44,806	199
Bremerton	44,462	200
St. Cloud	44,150	201
Asheville	44,111	202
Sioux Falls	44,083	203
Merced	43,568	204
Topeka	43,432	205
Billings	43,080	206
Huntsville	42,982	207
Lima	42,463	208
Cedar Rapids	42,424	209
Longview - Marshall	42,295	210
Ocala	42,264	211
Bellingham	42,105	212
Eau Claire	42,091	213
Niagara Falls	41,912	214
Hickory	41,897	215
Montgomery	41,595	216
Columbus, Ga.	41,497	217
Janesville - Beloit	41,448	218
Huntington - Ashland	41,106	219
Kenosha	41,048	220
Benton Harbor	39,030	221
Waco	38,881	222
Bloomington - Normal	37,844	223
Richland - Kennewick - Pasco	37,737	224
Muskegon	37,457	225
Bryan - College Station	36,936	226
Wichita Falls	36,294	227
Redding	36,217	228
Lynchburg	35,984	229
Rochester, Minn.	35,537	230
Terre Haute	35,420	231
Medford	35,413	232
Muncie	35,393	233
Battle Creek	34,731	234
Santa Fe	34,355	235
Waterloo - Cedar Falls	34,108	236
Rapid City	34,064	237
Elkhart - Goshen	34,019	238
Wilmington, N.C.	33,693	239
Abilene	33,432	240
Charlottesville	33,418	241
Houma - Thibodaux	33,376	242
Midland, Tex.	32,423	243
Athens	31,878	244
Lafayette - West Lafayette	31,544	245
Glens Falls	31,534	246
Wheeling	30,740	247
Pueblo	30,738	248
Yuba City	30,707	249
State College	30,624	250
La Crosse	30,097	251
Cheyenne	29,840	252
Parkersburg - Marietta	29,552	253
Joplin	29,414	254
Tyler	29,155	255
San Angelo	28,914	256
Burlington, N.C.	28,614	257
Kokomo	28,518	258
Greeley	28,173	259
Kankakee	27,786	260
Johnstown	27,635	261
Fort Smith	27,621	262
Sioux City	27,605	263
Jackson, Mich.	27,542	264
Decatur, Ill.	27,203	265
Laredo	27,110	266
Mansfield	27,090	267
Lewiston - Auburn	26,881	268
Bismarck	26,804	269
Anderson, Ind.	26,330	270
Lake Charles	25,531	271
Provo - Orem	25,465	272
Las Cruces	25,357	273
Bloomington, Ind.	25,196	274
Monroe	24,963	275
Clarksville - Hopkinsville	24,940	276
Columbia, Mo.	24,730	277
Sheboygan	24,691	278
Brazoria	24,427	279
Albany, Ga.	23,698	280
Beaver County, Pa.	23,520	281
Texarkana	23,398	282
Elmira	23,271	283
Steubenville - Weirton	23,136	284
Altoona	22,816	285
Iowa City	22,776	286
Casper	22,367	287
Lawton	22,102	288
Wausau	22,049	289
St. Joseph	22,020	290
Great Falls	22,010	291
Owensboro	21,874	292
Anderson, S.C.	21,505	293
Sharon	21,441	294
Williamsport	21,284	295
Dubuque	21,230	296
Vineland - Millville - Bridgeton	20,996	297
Danville, Va.	20,834	298
Fayetteville - Springdale	20,190	299
Cumberland	19,961	300
Sherman - Denison	19,839	301
Alexandria, La.	18,712	302
Florence, S.C.	18,704	303
Tuscaloosa	18,624	304
Jacksonville, N.C.	18,591	305
Dothan	18,514	306
Lawrence, Kans.	18,507	307
Jackson, Tenn.	18,032	308
Pascagoula	17,295	309
Florence, Ala.	16,947	310
Victoria	15,705	311
Grand Forks	15,053	312
Hagerstown	14,264	313
Enid	13,013	314
Gadsden	11,933	315
Decatur, Ala.	10,826	316
Pine Bluff	10,288	317
Anniston	10,125	318
Total Above Areas	58,970,789	
Percent of U.S.	85.4603	
United States Total	69,003,643	

RAI BY MARKET, 1987

Metro Area Name	RAI	Rank
Honolulu	240	1
Panama City	185	2
Kalamazoo	182	3
San Francisco	182	3
Lexington-Fayette	155	5
Anchorage	154	6
Boston - Lawrence - Salem - Lowell - Brockton	153	7
Anaheim - Santa Ana	151	8
Ann Arbor	151	8
Salinas - Seaside - Monterey	148	10
Lafayette - West Lafayette	147	11
Madison	147	11
Green Bay	146	13
Fort Lauderdale - Hollywood - Pompano Beach	142	14
San Jose	141	15
Cheyenne	139	16
Portland, Ore.	135	17
Fargo - Moorhead	134	18
Champaign - Urbana - Rantoul	133	19
Biloxi - Gulfport	132	20
New York	132	20
San Diego	132	20
Fort Walton Beach	131	23
Atlanta	130	24
Lincoln	130	24
Savannah	130	24
Flint	129	27
Indianapolis	129	27
Atlantic City	128	29
Grand Rapids	128	29
Lawrence, Kans.	128	29
Los Angeles - Long Beach	128	29
Orlando	128	29
Seattle	128	29
Chicago	127	35
Owensboro	125	36
Bloomington, Ind.	124	37
Santa Barbara - Santa Maria - Lompoc	124	37
Columbus, Ohio	123	39
Minneapolis - St. Paul	122	40
Washington	122	40
Oklahoma City	121	42
Bloomington - Normal	120	43
Omaha	120	43
Worcester - Fitchburg - Leominster	120	43
Jacksonville, Fla.	119	46
Norfolk - Virginia Beach - Newport News	119	46
Houma - Thibodaux	118	48
La Crosse	118	48
Miami - Hialeah	118	48
Albuquerque	117	51
Denver	117	51
Kansas City	117	51
Knoxville	117	51
Louisville	117	51
Rapid City	117	51
Saginaw - Bay City - Midland	117	51
Springfield, Ill.	117	51
Wichita	117	51
Benton Harbor	116	60
Lima	116	60
Santa Fe	116	60
Sarasota	116	60
Tallahassee	116	60
Columbia, S.C.	115	65
Hartford - New Britain - Middletown - Bristol	115	65
Huntsville	115	65
Nashville	115	65
Wilmington, N.C.	115	65
Austin	114	70
Bridgeport - Stamford - Norwalk - Danbury	114	70
Fort Wayne	114	70
Greensboro - Winston-Salem - High Point	114	70
Vallejo - Fairfield - Napa	114	70
Cincinnati	113	75
Davenport - Rock Island - Moline	113	75
Iowa City	113	75
Lafayette, La.	113	75
Muncie	113	75
Oakland	113	75
Salem, Ore.	113	75
Santa Cruz	113	75
South Bend - Mishawaka	113	75
Colorado Springs	112	84
Dallas	112	84
Gary - Hammond	112	84
Terre Haute	112	84
Toledo	112	84
Columbia, Mo.	111	89
Kankakee	111	89
Las Cruces	111	89
Muskegon	111	89
Raleigh - Durham	111	89
Sioux Falls	111	89
West Palm Beach - Boca Raton - Delray Beach	111	89
Appleton - Oshkosh - Neenah	110	96
Bismarck	110	96
Boise	110	96
Detroit	110	96
Cleveland	109	100
St. Louis	109	100
State College	109	100
Wichita Falls	109	100
Bradenton	108	104
Eau Claire	108	104
Great Falls	108	104
Memphis	108	104
New Haven - Waterbury - Meriden	108	104
New London - Norwich	108	104
Sacramento	108	104
Bellingham	107	111
Boulder - Longmont	107	111
Columbus, Ga.	107	111
Daytona Beach	107	111
Lake County, Ill.	107	111
Lansing - East Lansing	107	111
Portland, Me.	107	111
Stockton	107	111
Tacoma	107	111
Topeka	106	120
Waterloo - Cedar Falls	106	120
Akron	105	122
Bryan - College Station	105	122
Burlington, Vt.	105	122
Clarksville - Hopkinsville	105	122
Jackson, Mich.	105	122
Milwaukee	105	122
Tucson	105	122
Baltimore	104	129
Dayton - Springfield	104	129
El Paso	104	129
Evansville	104	129
Florence, Ala.	104	129
Grand Forks	104	129
Kokomo	104	129
Melbourne - Titusville - Palm Bay	104	129
Charleston, S.C.	103	137
Eugene - Springfield	103	137
Fayetteville, N.C.	103	137
Odessa	103	137
Tulsa	103	137
Medford	102	142
Montgomery	102	142
Spokane	102	142
Battle Creek	101	145
Burlington, N.C.	101	145
Dothan	101	145
Jackson, Tenn.	101	145
Springfield, Mo.	101	145
Amarillo	100	150
Asheville	100	150
Athens	100	150
Bremerton	100	150
Houston	100	150
Providence - Pawtucket - Woonsocket	100	150
Rochester, Minn.	100	150
Vancouver	100	150
Aurora - Elgin	99	158
Fort Smith	99	158
Pensacola	99	158
Tampa - St. Petersburg - Clearwater	99	158
Manchester - Nashua	98	162
Springfield, Mass.	98	162
Bakersfield	97	164
Canton	97	164
Cedar Rapids	97	164
Des Moines	97	164
Gainesville	97	164
Las Vegas	97	164
Mansfield	97	164
Naples	97	164
Riverside - San Bernardino	97	164
Youngstown - Warren	97	164
Albany, Ga.	96	174
Dubuque	96	174
Duluth	96	174
Hamilton - Middletown	96	174
Jacksonville, N.C.	96	174
Lawton	96	174
Parkersburg - Marietta	96	174
Rockford	96	174
Santa Rosa - Petaluma	96	174
Billings	95	183
Fort Myers - Cape Coral	95	183
Janesville - Beloit	95	183
Kenosha	95	183
Phoenix	95	183
Roanoke	95	183
San Angelo	95	183
Enid	94	190
Joliet	94	190
New Orleans	94	190
Reno	94	190
Sherman - Denison	94	190
Fort Worth - Arlington	93	195
Fresno	93	195
Jackson, Miss.	93	195
Peoria	93	195
Birmingham	92	199
Erie	92	199
Fayetteville - Springdale	92	199
Reading	92	199
Lubbock	91	203
Sheboygan	91	203
Casper	90	205
Cumberland	90	205
Huntington - Ashland	90	205
Killeen - Temple	90	205
Mobile	90	205
Bangor	89	210
Lynchburg	89	210
Racine	89	210
Richmond - Petersburg	89	210
Wilmington, Del.	89	210
Abilene	88	215
Danville, Va.	88	215
Fort Collins - Loveland	88	215
Joplin	88	215
Pittsburgh	88	215
Portsmouth - Dover - Rochester	88	215
San Antonio	88	215
Sioux City	88	215
Yuba City	88	215
Bergen - Passaic	87	224
Galveston - Texas City	87	224
Hickory	87	224
Little Rock - North Little Rock	87	224
Philadelphia	87	224
St. Cloud	87	224
Greenville - Spartanburg	86	230
Allentown - Bethlehem	85	231
Charlotte - Gastonia - Rock Hill	85	231
Chattanooga	85	231
Decatur, Ala.	85	231
St. Joseph	85	231
Augusta	84	236
Corpus Christi	84	236
Decatur, Ill.	84	236
Elkhart - Goshen	84	236
Merced	84	236
Charlottesville	83	241
Elmira	83	241
Waco	83	241
Anderson, S.C.	82	244
Gadsden	82	244
Macon - Warner Robins	82	244
Monroe	82	244
Oxnard - Ventura	82	244
Rochester, N.Y.	82	244
Yakima	82	244
Longview - Marshall	81	251
Olympia	81	251
Greeley	80	253
Johnson City - Kingsport - Bristol	80	253
Modesto	80	253
Sharon	80	253
Texarkana	80	253
Chico	79	258
Florence, S.C.	79	258
Pueblo	79	258
Shreveport	79	258
Anderson, Ind.	78	262
Anniston	78	262
Brownsville - Harlingen	78	262
Lancaster	78	262
Midland, Tex.	78	262
Scranton - Wilkes-Barre	78	262
York	78	262
Salt Lake City - Ogden	77	269
Tyler	77	269
Wheeling	77	269
Pittsfield	76	272
Richland - Kennewick - Pasco	76	272
Trenton	76	272
Tuscaloosa	76	272
Charleston, W.Va.	75	276
Lorain - Elyria	75	276
Visalia - Tulare - Porterville	75	276
Buffalo	74	279
Harrisburg - Lebanon - Carlisle	74	279
Lakeland - Winter Haven	74	279
Newark	73	282
Monmouth - Ocean	72	283
Syracuse	72	283
Baton Rouge	71	285
Beaumont - Port Arthur	71	285
Nassau - Suffolk	71	285
Ocala	71	285
Redding	71	285
Wausau	71	285
Pascagoula	70	291
Binghamton	68	292
Fort Pierce	68	292
Niagara Falls	68	292
Glens Falls	67	295
McAllen - Edinburg - Mission	67	295
Middlesex - Somerset - Hunterdon	66	297
New Bedford - Fall River - Attleboro	66	297
Steubenville - Weirton	66	297
Utica - Rome	66	297
Victoria	66	297
Alexandria, La.	65	302
Albany - Schenectady - Troy	64	303
Lewiston - Auburn	63	304
Altoona	61	305
Williamsport	61	305
Hagerstown	60	307
Laredo	60	307
Pine Bluff	60	307
Poughkeepsie	58	310
Lake Charles	56	311
Provo - Orem	54	312
Johnstown	50	313
Brazoria	49	314
Jersey City	48	315
Orange County, N.Y.	46	316
Beaver County, Pa.	42	317
Vineland - Millville - Bridgeton	41	318
Total Above Areas	107	
United States Total	100	

RGI BY MARKET, 1987

Metro Area Name	RGI	Rank
Las Vegas	571	1
Reno	416	2
Atlantic City	407	3
Orlando	170	4
Honolulu	165	5
Rochester, Minn.	142	6
Washington	133	7
Bismarck	131	8
Huntsville	130	9
Minneapolis - St. Paul	127	10
Dallas	125	11
Anchorage	123	12
Charleston, S.C.	123	12
Memphis	123	12
Tallahassee	121	15
Grand Rapids	120	16
Iowa City	120	16
Ann Arbor	119	18
Houston	119	18
Miami - Hialeah	119	18
Omaha	119	18
Pascagoula	119	18
Louisville	118	23
Harrisburg - Lebanon - Carlisle	117	24
Kansas City	117	24
Augusta	116	26
Chicago	116	26
Jacksonville, Fla.	116	26
Lancaster	116	26
Newark	116	26
Phoenix	116	26
West Palm Beach - Boca Raton - Delray Beach	116	26
Jackson, Miss.	115	33
Montgomery	115	33
Sioux Falls	115	33
Springfield, Ill.	115	33
Boston - Lawrence - Salem - Lowell - Brockton	114	37
Middlesex - Somerset - Hunterdon	114	37
Burlington, Vt.	113	39
Lexington-Fayette	113	39
Philadelphia	113	39
Atlanta	112	42
Baltimore	112	42
Trenton	112	42
Baton Rouge	111	45
Charlotte - Gastonia - Rock Hill	111	45
Manchester - Nashua	111	45
Nashville	111	45
Saginaw - Bay City - Midland	111	45
San Jose	111	45
Wilmington, Del.	111	45
Denver	110	52
Hagerstown	110	52
Knoxville	110	52
Laredo	110	52
New Orleans	110	52
St. Louis	110	52
Decatur, Ill.	109	58
Lincoln	109	58
Los Angeles - Long Beach	109	58
New York	109	58
Brazoria	108	62
Hartford - New Britain - Middletown - Bristol	108	62
Lafayette, La.	108	62
Lansing - East Lansing	108	62
Madison	108	62
Pensacola	108	62
Salt Lake City - Ogden	108	62
San Francisco	108	62
Anaheim - Santa Ana	107	70
Columbia, S.C.	107	70
Grand Forks	107	70
Lakeland - Winter Haven	107	70
San Diego	107	70
Savannah	107	70
Beaver County, Pa.	106	76
Champaign - Urbana - Rantoul	106	76
Cincinnati	106	76
Jersey City	106	76
Norfolk - Virginia Beach - Newport News	106	76
Salinas - Seaside - Monterey	106	76
Aurora - Elgin	105	82
Bergen - Passaic	105	82
Florence, S.C.	105	82
Indianapolis	105	82
Peoria	105	82
Appleton - Oshkosh - Neenah	104	87
Binghamton	104	87
Birmingham	104	87
Houma - Thibodaux	104	87
Raleigh - Durham	104	87
Bangor	103	92
Cleveland	103	92
Flint	103	92
Milwaukee	103	92
Portland, Me.	103	92
Richmond - Petersburg	103	92
Vineland - Millville - Bridgeton	103	92
Alexandria, La.	102	99
Beaumont - Port Arthur	102	99
Charlottesville	102	99
Columbus, Ohio	102	99
Fort Worth - Arlington	102	99
Gainesville	102	99
Jackson, Tenn.	102	99
Kalamazoo	102	99
Lake Charles	102	99
Little Rock - North Little Rock	102	99
Albany, Ga.	101	109
Bridgeport - Stamford - Norwalk - Danbury	101	109
Des Moines	101	109
El Paso	101	109
Lafayette - West Lafayette	101	109
Lynchburg	101	109
Seattle	101	109
Springfield, Mo.	101	109
York	101	109
Burlington, N.C.	100	118
Casper	100	118
Daytona Beach	100	118
Detroit	100	118
Lorain - Elyria	100	118
Naples	100	118
Oxnard - Ventura	100	118
Albuquerque	99	125
Asheville	99	125
Boise	99	125
Fargo - Moorhead	99	125
Fayetteville, N.C.	99	125
Fort Walton Beach	99	125
Greensboro - Winston-Salem - High Point	99	125
Johnson City - Kingsport - Bristol	99	125
Richland - Kennewick - Pasco	99	125
Roanoke	99	125
Shreveport	99	125
Tampa - St. Petersburg - Clearwater	99	125
Bremerton	98	137
Cedar Rapids	98	137
Evansville	98	137
Fort Lauderdale - Hollywood - Pompano Beach	98	137
Galveston - Texas City	98	137
Green Bay	98	137
Joliet	98	137
Macon - Warner Robins	98	137
Mobile	98	137
Portland, Ore.	97	146
Rochester, N.Y.	97	146
Greenville - Spartanburg	96	148
New London - Norwich	96	148
Panama City	96	148
Pittsburgh	96	148
Athens	95	152
Biloxi - Gulfport	95	152
Columbia, Mo.	95	152
Muskegon	95	152
Riverside - San Bernardino	95	152
Santa Barbara - Santa Maria - Lompoc	95	152
Syracuse	95	152
Allentown - Bethlehem	94	159
Austin	94	159
Charleston, W.Va.	94	159
Dayton - Springfield	94	159
Erie	94	159
Greeley	94	159
Hickory	94	159
Provo - Orem	94	159
Rockford	94	159
Scranton - Wilkes-Barre	94	159
Vancouver	94	159
Akron	93	170
Cheyenne	93	170
Dothan	93	170
Fort Wayne	93	170
Kenosha	93	170
Owensboro	93	170
Poughkeepsie	93	170
St. Joseph	93	170
Chattanooga	92	178
Colorado Springs	92	178
Huntington - Ashland	92	178
Kankakee	92	178
Tucson	92	178
Worcester - Fitchburg - Leominster	92	178
Anderson, S.C.	91	184
Anniston	91	184
Jackson, Mich.	91	184
Lake County, Ill.	91	184
Lawrence, Kans.	91	184
Lewiston - Auburn	91	184
Oakland	91	184
St. Cloud	91	184
San Antonio	91	184
Santa Fe	91	184
Toledo	91	184
Williamsport	91	184
Gary - Hammond	90	196
Parkersburg - Marietta	90	196
Rapid City	90	196
Reading	90	196
Tuscaloosa	90	196
Bakersfield	89	201
Battle Creek	89	201
Bloomington - Normal	89	201
Columbus, Ga.	89	201
Hamilton - Middletown	89	201
La Crosse	89	201
Racine	89	201
Sheboygan	89	201
Springfield, Mass.	89	201
Tacoma	89	201
Vallejo - Fairfield - Napa	89	201
Anderson, Ind.	88	212
Bradenton	88	212
Clarksville - Hopkinsville	88	212
Corpus Christi	88	212
Davenport - Rock Island - Moline	88	212
Decatur, Ala.	88	212
Elmira	88	212
Merced	88	212
Topeka	88	212
Danville, Va.	87	221
Melbourne - Titusville - Palm Bay	87	221
New Haven - Waterbury - Meriden	87	221
Waterloo - Cedar Falls	87	221
Wilmington, N.C.	87	221
Florence, Ala.	86	226
Sacramento	86	226
Texarkana	86	226
Albany - Schenectady - Troy	85	229
McAllen - Edinburg - Mission	85	229
Pine Bluff	85	229
Providence - Pawtucket - Woonsocket	85	229
Terre Haute	85	229
Wichita	85	229
Eau Claire	84	235
Fort Collins - Loveland	84	235
Fort Pierce	84	235
Nassau - Suffolk	84	235
New Bedford - Fall River - Attleboro	84	235
Sioux City	84	235
South Bend - Mishawaka	84	235
Tulsa	84	235
Boulder - Longmont	83	243
Brownsville - Harlingen	83	243
Lawton	83	243
Lubbock	83	243
Odessa	83	243
Olympia	83	243
Portsmouth - Dover - Rochester	83	243
Youngstown - Warren	83	243
Johnstown	82	251
Mansfield	82	251
Midland, Tex.	82	251
Wausau	82	251
Wheeling	82	251
Altoona	81	256
Fort Myers - Cape Coral	81	256
Killeen - Temple	81	256
Monmouth - Ocean	81	256
Santa Rosa - Petaluma	81	256
Steubenville - Weirton	81	256
Stockton	81	256
Visalia - Tulare - Porterville	81	256
Yakima	81	256
Benton Harbor	80	265
Canton	80	265
Cumberland	80	265
Kokomo	80	265
Lima	80	265
Modesto	80	265
Monroe	80	265
Muncie	80	265
Pittsfield	80	265
Sarasota	80	265
Spokane	80	265
Waco	80	265
Bloomington, Ind.	79	277
Elkhart - Goshen	79	277
Buffalo	78	279
Duluth	78	279
Las Cruces	78	279
Orange County, N.Y.	78	279
Dubuque	77	283
Fresno	77	283
Ocala	77	283
Wichita Falls	77	283
Yuba City	77	283
State College	76	288
Billings	75	289
Niagara Falls	75	289
Sharon	75	289
Gadsden	74	292
Fayetteville - Springdale	73	293
Janesville - Beloit	73	293
Oklahoma City	73	293
Amarillo	72	296
Great Falls	72	296
Redding	72	296
Abilene	71	299
Eugene - Springfield	71	299
Pueblo	71	299
Utica - Rome	71	299
Bryan - College Station	70	303
Fort Smith	70	303
Chico	69	305
San Angelo	69	305
Tyler	69	305
Jacksonville, N.C.	68	308
Sherman - Denison	68	308
Joplin	66	310
Longview - Marshall	66	310
Santa Cruz	66	310
Bellingham	65	313
Salem, Ore.	65	313
Victoria	65	313
Enid	62	316
Glens Falls	62	316
Medford	59	318
Total Above Areas	106	
United States Total	100	

POPULATION PER UNIT BY MARKET, 1987

Metro Area Name	Pop. per Unit	Rank
McAllen - Edinburg - Mission	1,348	1
Laredo	1,297	2
Provo - Orem	1,290	3
Beaver County, Pa.	1,253	4
Pascagoula	1,209	5
Bremerton	1,194	6
Vineland - Millville - Bridgeton	1,181	7
Joliet	1,174	8
El Paso	1,147	9
Greeley	1,147	9
Alexandria, La.	1,141	11
Johnstown	1,138	12
Augusta	1,135	13
Johnson City - Kingsport - Bristol	1,123	14
Montgomery	1,123	14
Anniston	1,115	16
Saginaw - Bay City - Midland	1,113	17
Huntington - Ashland	1,110	18
Lake Charles	1,101	19
Birmingham	1,099	20
Brazoria	1,097	21
Jersey City	1,096	22
Killeen - Temple	1,096	22
Lorain - Elyria	1,096	22
Huntsville	1,089	25
Baton Rouge	1,088	26
Clarksville - Hopkinsville	1,086	27
Houma - Thibodaux	1,080	28
Merced	1,078	29
Charleston, S.C.	1,075	30
Jackson, Miss.	1,068	31
Lakeland - Winter Haven	1,064	32
St. Cloud	1,063	33
Vancouver	1,062	34
Columbus, Ga.	1,060	35
Tacoma	1,046	36
Shreveport	1,045	37
Riverside - San Bernardino	1,037	38
Brownsville - Harlingen	1,036	39
Hamilton - Middletown	1,035	40
Hagerstown	1,034	41
Pensacola	1,031	42
Fort Pierce	1,030	43
Florence, Ala.	1,029	44
Philadelphia	1,026	45
Beaumont - Port Arthur	1,025	46
Fayetteville, N.C.	1,025	46
Kankakee	1,024	48
Mobile	1,023	49
Pine Bluff	1,023	49
Louisville	1,019	51
Memphis	1,016	52
Grand Rapids	1,014	53
Oxnard - Ventura	1,013	54
Decatur, Ill.	1,012	55
Salt Lake City - Ogden	1,007	56
Muskegon	1,006	57
Tuscaloosa	1,006	57
Aurora - Elgin	1,001	59
Anderson, S.C.	997	60
Decatur, Ala.	997	60
Omaha	989	62
Jacksonville, N.C.	986	63
Jackson, Mich.	979	64
Flint	977	65
Las Cruces	977	65
Baltimore	976	67
Newark	975	68
Lansing - East Lansing	972	69
Lawton	972	69
Dothan	965	71
Wheeling	964	72
Texarkana	963	73
Lancaster	959	74
Ocala	959	74
Visalia - Tulare - Porterville	955	76
Albany, Ga.	950	77
Parkersburg - Marietta	950	77
Detroit	947	79
Stockton	946	80
Bradenton	944	81
Iowa City	944	81
Tallahassee	941	83
Binghamton	940	84
Middlesex - Somerset - Hunterdon	938	85
Anderson, Ind.	937	86
Springfield, Ill.	937	86
York	937	86
St. Louis	936	89
Wilmington, Del.	935	90
Bismarck	933	91
Peoria	933	91
Sharon	930	93
Gadsden	929	94
Lynchburg	929	94
Pittsburgh	929	94
Elmira	928	97
Macon - Warner Robins	928	97
Modesto	928	97
Jackson, Tenn.	925	100
Cleveland	924	101
Appleton - Oshkosh - Neenah	921	102
Kenosha	921	102
Charleston, W.Va.	919	104
Steubenville - Weirton	919	104
Yakima	919	104
Lewiston - Auburn	918	107
Youngstown - Warren	918	107
Columbia, S.C.	917	109
Florence, S.C.	917	109
Grand Forks	916	111
Chicago	914	112
Kansas City	912	113
Lafayette, La.	912	113
Wausau	912	113
Altoona	911	116
Little Rock - North Little Rock	910	117
Bangor	909	118
Minneapolis - St. Paul	909	118
Bakersfield	908	120
Allentown - Bethlehem	907	121
Las Vegas	904	122
Vallejo - Fairfield - Napa	904	122
Harrisburg - Lebanon - Carlisle	901	124
Athens	900	125
Danville, Va.	898	126
Racine	898	126
Charlotte - Gastonia - Rock Hill	897	128
Lake County, Ill.	897	128
Houston	896	130
Phoenix	895	131
Rochester, Minn.	895	131
Yuba City	895	131
Lincoln	894	134
Akron	893	135
Gary - Hammond	893	135
Lawrence, Kans.	893	135
New Orleans	893	135
Los Angeles - Long Beach	891	139
Erie	889	140
Jacksonville, Fla.	889	140
Tucson	887	142
Williamsport	886	143
Chattanooga	883	144
Greenville - Spartanburg	883	144
Monroe	883	144
Sheboygan	883	144
Olympia	881	148
Orange County, N.Y.	880	149
Burlington, N.C.	879	150
Norfolk - Virginia Beach - Newport News	879	150
Bergen - Passaic	877	152
Fort Worth - Arlington	877	152
New Bedford - Fall River - Attleboro	877	152
Milwaukee	876	155
Champaign - Urbana - Rantoul	874	156
Nashville	874	156
Benton Harbor	872	158
Washington	870	159
Trenton	868	160
Columbia, Mo.	866	161
Watorloo - Cedar Falls	865	162
Biloxi - Gulfport	864	163
Corpus Christi	863	164
Cincinnati	862	165
Monmouth - Ocean	862	165
Sioux Falls	861	167
Galveston - Texas City	860	168
Lafayette - West Lafayette	859	169
Dayton - Springfield	858	170
Eau Claire	858	170
Richland - Kennewick - Pasco	858	170
Rochester, N.Y.	858	170
Tyler	858	170
Worcester - Fitchburg - Leominster	858	170
Poughkeepsie	857	176
New York	856	177
Rockford	856	177
Evansville	854	179
Melbourne - Titusville - Palm Bay	854	179
St. Joseph	850	181
San Diego	849	182
Tampa - St. Petersburg - Clearwater	849	182
Davenport - Rock Island - Moline	848	184
Orlando	848	184
Syracuse	848	184
Waco	848	184
Boise	846	188
Greensboro - Winston-Salem - High Point	846	188
Savannah	845	190
Indianapolis	843	191
Reading	843	191
Sioux City	843	191
Springfield, Mass.	839	194
Fresno	838	195
West Palm Beach - Boca Raton - Delray Beach	838	195
Scranton - Wilkes-Barre	837	197
Cedar Rapids	834	198
Lexington-Fayette	832	199
San Antonio	830	200
Hickory	829	201
State College	829	201
Terre Haute	828	203
Green Bay	827	204
Colorado Springs	824	205
Fargo - Moorhead	823	206
Gainesville	823	206
Richmond - Petersburg	823	206
Canton	821	209
Columbus, Ohio	819	210
Miami - Hialeah	819	210
Mansfield	818	212
Midland, Tex.	818	212
Toledo	815	214
Bryan - College Station	814	215
Chico	814	215
Knoxville	813	217
Owensboro	813	217
Denver	812	219
Oakland	811	220
Springfield, Mo.	811	220
Nassau - Suffolk	810	222
Fort Collins - Loveland	809	223
Ann Arbor	805	224
Des Moines	805	224
Hartford - New Britain - Middletown - Bristol	803	226
Sherman - Denison	803	226
Bloomington - Normal	800	228
Cumberland	798	229
Dallas	798	229
Salem, Ore.	797	231
Battle Creek	796	232
Utica - Rome	796	232
Roanoke	792	234
Bridgeport - Stamford - Norwalk - Danbury	790	235
Kalamazoo	790	235
Odessa	790	235
Reno	789	238
Raleigh - Durham	787	239
Spokane	783	240
Pueblo	782	241
Providence - Pawtucket - Woonsocket	781	242
Albuquerque	778	243
Tulsa	778	243
New London - Norwich	777	245
Atlanta	776	246
San Jose	772	247
Joplin	771	248
Manchester - Nashua	771	248
Victoria	771	248
Duluth	769	251
Lubbock	767	252
Santa Rosa - Petaluma	766	253
Fort Wayne	764	254
Dubuque	763	255
Bloomington, Ind.	762	256
Boston - Lawrence - Salem - Lowell - Brockton	762	256
Buffalo	762	256
San Angelo	760	259
Abilene	759	260
Charlottesville	759	260
Lima	759	260
Janesville - Beloit	758	263
Muncie	756	264
Asheville	754	265
Albany - Schenectady - Troy	753	266
Madison	753	266
Fort Walton Beach	751	268
New Haven - Waterbury - Meriden	751	268
Portland, Ore.	750	270
Anaheim - Santa Ana	747	271
Sacramento	746	272
Fort Smith	743	273
Burlington, Vt.	740	274
Daytona Beach	739	275
Naples	739	275
Honolulu	737	277
Fort Lauderdale - Hollywood - Pompano Beach	735	278
Niagara Falls	732	279
Seattle	732	279
Fort Myers - Cape Coral	731	281
Austin	727	282
Wichita Falls	726	283
Casper	723	284
Kokomo	723	294
Anchorage	722	286
Elkhart - Goshen	722	286
South Bend - Mishawaka	722	286
Portsmouth - Dover - Rochester	719	289
Fayetteville - Springdale	718	290
Sarasota	718	290
Panama City	717	292
Wilmington, N.C.	714	293
Redding	712	294
Salinas - Seaside - Monterey	711	295
Wichita	704	296
Topeka	702	297
Longview - Marshall	699	298
Medford	691	299
Cheyenne	689	300
La Crosse	688	301
Great Falls	677	302
Santa Barbara - Santa Maria - Lompoc	677	302
Eugene - Springfield	670	304
Portland, Me.	665	305
Boulder - Longmont	663	306
Enid	659	307
Oklahoma City	651	308
Santa Fe	649	309
Bellingham	645	310
Rapid City	644	311
Pittsfield	642	312
Amarillo	638	313
Santa Cruz	626	314
Billings	600	315
San Francisco	520	316
Glens Falls	494	317
Atlantic City	456	318
Total Above Areas	863	
United States Total	873	

21ST ANNUAL RGI/MSA RANKING

PER CAPITA EATING PLACE SALES BY MARKET, 1987

Metro Area Name	Per Capita Sales	Rank
San Francisco	1,306	1
Anchorage	1,232	2
Honolulu	1,187	3
Portland, Me	1,080	4
Atlantic City	970	5
Boston - Lawrence - Salem - Lowell - Brockton	960	6
Anaheim - Santa Ana	924	7
Odessa	921	8
Santa Barbara - Santa Maria - Lompoc	893	9
Bridgeport - Stamford - Norwalk - Danbury	876	10
Fort Lauderdale - Hollywood - Pompano Beach	874	11
Naples	852	12
Boulder - Longmont	829	13
Burlington, Vt.	825	14
Sarasota	825	14
Seattle	819	16
Lexington-Fayette	811	17
San Jose	811	17
Orlando	809	19
Panama City	805	20
Atlanta	799	21
Cheyenne	788	22
Washington	785	23
West Palm Beach - Boca Raton - Delray Beach	775	24
Wilmington, N.C	770	25
Manchester - Nashua	765	26
Madison	762	27
Oklahoma City	762	27
Knoxville	761	29
Hartford - New Britain - Middletown - Bristol	755	30
Houma - Thibodaux	754	31
Denver	746	32
Burlington, N.C	745	33
Rapid City	740	34
Portsmouth - Dover - Rochester	732	35
Bradenton	731	36
Dallas	728	37
Toledo	724	38
Savannah	723	39
Owensboro	722	40
San Diego	721	41
San Angelo	720	42
Bryan - College Station	716	43
Lafayette, La	713	44
Reno	712	45
Los Angeles - Long Beach	707	46
New Haven - Waterbury - Meriden	705	47
Portland, Ore	704	48
Ann Arbor	698	49
Muncie	697	50
Miami - Hialeah	696	51
Wichita Falls	694	52
Minneapolis - St. Paul	689	53
Asheville	687	54
New London - Norwich	687	54
Fort Walton Beach	683	56
Kalamazoo	683	56
Sacramento	683	56
Midland, Tex	682	59
New Orleans	682	59
Austin	681	61
Las Vegas	681	61
Albuquerque	672	63
Galveston - Texas City	671	64
Cincinnati	670	65
Daytona Beach	670	65
Houston	670	65
Columbus, Ohio	668	68
New York	668	68
Santa Fe	667	70
Oakland	666	71
Indianapolis	665	72
Kokomo	663	73
Champaign - Urbana - Rantoul	661	74
Springfield, Mass	660	75
Topeka	660	75
Kansas City	658	77
Santa Cruz	654	78
Greensboro - Winston-Salem - High Point	649	79
Des Moines	647	80
Cleveland	646	81
Abilene	644	82
Amarillo	643	83
Bergen - Passaic	643	83
Salinas - Seaside - Monterey	642	85
Chicago	638	86
Omaha	638	86
Gainesville	637	88
Louisville	637	88
Tampa - St. Petersburg - Clearwater	636	90
Charlottesville	634	91
Lincoln	633	92
Terre Haute	633	92
Boise	632	94
Pittsfield	630	95
Bellingham	629	96
Fort Myers - Cape Coral	627	97
Rochester, Minn	627	97
Lawrence, Kans	623	99
South Bend - Mishawaka	623	99
Phoenix	620	101
Raleigh - Durham	619	102
Billings	618	103
Bloomington - Normal	615	104
Roanoke	615	104
St. Louis	615	104
Santa Rosa - Petaluma	614	107
Lafayette - West Lafayette	612	108
Providence - Pawtucket - Woonsocket	612	108
Fort Worth - Arlington	611	110
New Bedford - Fall River - Attleboro	611	110
Tallahassee	611	110
Biloxi - Gulfport	610	113
Vallejo - Fairfield - Napa	610	113
Akron	609	115
Casper	608	116
Worcester - Fitchburg - Leominster	608	116
Bangor	607	118
Evansville	606	119
Longview - Marshall	606	119
Sioux Falls	603	121
Fort Wayne	602	122
Green Bay	602	122
Norfolk - Virginia Beach - Newport News	601	124
Wichita	600	125
Charleston, S.C	599	126
Richmond - Petersburg	597	127
Springfield, Ill	596	128
Fargo - Moorhead	593	129
Bloomington, Ind	592	130
Flint	592	130
Gary - Hammond	591	132
Lima	590	133
St. Joseph	589	134
Kenosha	587	135
Detroit	585	136
Athens	584	137
Bakersfield	583	138
Dayton - Springfield	583	138
Milwaukee	583	138
Columbia, S.C	580	141
Springfield, Mo	579	142
Lansing - East Lansing	577	143
Lubbock	577	143
Spokane	575	145
Jacksonville, Fla	574	146
Saginaw - Bay City - Midland	573	147
Davenport - Rock Island - Moline	572	148
Tulsa	571	149
San Antonio	570	150
Nashville	569	151
Lynchburg	568	152
Grand Rapids	565	153
Colorado Springs	564	154
Iowa City	564	154
Baltimore	562	156
Reading	561	157
Charlotte - Gastonia - Rock Hill	558	158
Corpus Christi	555	159
Nassau - Suffolk	555	159
Chico	554	161
Enid	554	161
Harrisburg - Lebanon - Carlisle	554	161
Tucson	554	161
Kankakee	551	165
Bismarck	549	166
Laredo	549	166
Elkhart - Goshen	548	168
Duluth	547	169
Jackson, Tenn	546	170
Eugene - Springfield	544	171
Riverside - San Bernardino	544	171
Greenville - Spartanburg	543	173
La Crosse	542	174
Trenton	542	174
Rochester, N.Y	541	176
Fayetteville - Springdale	540	177
Albany, Ga	537	178
Canton	536	179
Cedar Rapids	536	179
Memphis	535	181
Tacoma	535	181
Olympia	531	183
Philadelphia	529	184
State College	529	184
Stockton	525	186
Buffalo	523	187
Columbia, Mo	522	188
Eau Claire	521	189
Rockford	520	190
Janesville - Beloit	518	191
Monmouth - Ocean	517	192
Melbourne - Titusville - Palm Bay	516	193
Huntsville	512	194
Lawton	507	195
Glens Falls	506	196
Fayetteville, N.C	505	197
Hickory	505	197
Little Rock - North Little Rock	505	197
Chattanooga	504	200
Joplin	503	201
Allentown - Bethlehem	502	202
Pensacola	502	202
Battle Creek	500	204
Sioux City	500	204
Lancaster	499	206
Lewiston - Auburn	499	206
Dubuque	498	208
Fort Collins - Loveland	498	208
Macon - Warner Robins	498	208
Pittsburgh	498	208
Victoria	498	208
Waco	498	208
Middlesex - Somerset - Hunterdon	496	214
Sherman - Denison	495	215
Wilmington, Del	495	215
Texarkana	493	217
Modesto	492	218
Syracuse	492	218
Youngstown - Warren	486	220
Lake County, Ill.	485	221
Aurora - Elgin	483	222
Waterloo - Cedar Falls	482	223
Great Falls	481	224
Anderson, Ind	478	225
Dothan	478	225
Fresno	478	225
Erie	477	228
Newark	477	228
Appleton - Oshkosh - Neenah	476	230
Brownsville - Harlingen	476	230
Peoria	476	230
Monroe	475	233
Redding	475	233
Beaumont - Port Arthur	473	235
Mobile	473	235
Parkersburg - Marietta	473	235
Racine	472	238
Yuba City	472	238
Muskegon	470	240
Baton Rouge	467	241
Benton Harbor	467	241
Charleston, W.Va	467	241
Huntington - Ashland	465	244
Richland - Kennewick - Pasco	465	244
Oxnard - Ventura	463	246
Scranton - Wilkes-Barre	462	247
Shreveport	461	248
Lakeland - Winter Haven	460	249
Elmira	459	250
Mansfield	459	250
Salem, Ore	459	250
Hamilton - Middletown	458	253
Tyler	456	254
Medford	454	255
Fort Pierce	453	256
Yakima	453	256
Albany - Schenectady - Troy	452	258
Cumberland	452	258
Bremerton	450	260
Ocala	450	260
Columbus, Ga	448	262
Killeen - Temple	448	262
Vancouver	444	264
Fort Smith	443	265
Montgomery	442	266
Visalia - Tulare - Porterville	439	267
Danville, Va.	438	268
Decatur, Ill.	436	269
Pueblo	432	270
Wheeling	432	270
Las Cruces	430	272
Augusta	429	273
Florence, S.C	427	274
El Paso	425	275
St. Cloud	421	276
Birmingham	420	277
Merced	420	277
Niagara Falls	420	277
Binghamton	419	280
Tuscaloosa	413	281
Sheboygan	412	282
Poughkeepsie	410	283
Jackson, Miss	409	284
Anderson, S.C	408	285
Clarksville - Hopkinsville	407	286
Lake Charles	405	287
York	404	288
Salt Lake City - Ogden	401	289
Grand Forks	400	290
Johnson City - Kingsport Bristol	399	291
Utica - Rome	395	292
Florence, Ala	392	293
Jacksonville, N.C	388	294
Lorain - Elyria	384	295
Pascagoula	375	296
Steubenville - Weirton	375	296
Jackson, Mich	372	298
Gadsden	371	299
Alexandria, La	370	300
Decatur, Ala	367	301
Greeley	366	302
Williamsport	365	303
Joliet	356	304
McAllen - Edinburg - Mission	354	305
Sharon	345	306
Altoona	344	307
Brazoria	342	308
Orange County, N.Y	338	309
Wausau	336	310
Pine Bluff	334	311
Jersey City	309	312
Hagerstown	287	313
Vineland - Millville - Bridgeton	281	314
Anniston	262	315
Beaver County, Pa	257	316
Johnstown	230	317
Provo - Orem	214	318
Total Above Areas	631	
United States Total	571	

21ST ANNUAL RGI/MSA RANKING

PER CAPITA FAST FOOD SALES BY MARKET, 1987

Metro Area Name	Per Capita Sales	Rank
Lexington-Fayette	409	1
Honolulu	403	2
Wilmington, N.C.	403	2
Odessa	401	4
Owensboro	401	4
Burlington, N.C	390	6
Anchorage	378	7
Atlanta	369	8
Savannah	368	9
Asheville	360	10
Naples	351	11
Oklahoma City	351	11
Knoxville	347	13
Portland, Me.	343	14
Louisville	338	15
Topeka	328	16
Muncie	327	17
Biloxi - Gulfport	324	18
Anaheim - Santa Ana	320	19
Columbus, Ohio	316	20
San Angelo	314	21
San Jose	314	21
Bryan - College Station	312	23
Kokomo	311	24
Lawrence, Kans.	310	25
Evansville	308	26
Indianapolis	307	27
Columbia, S.C.	305	28
Greensboro - Winston-Salem - High Point	305	28
Orlando	305	28
Fayetteville - Springdale	304	31
Greenville - Spartanburg	303	32
Cheyenne	302	33
Wichita Falls	302	33
Charlotte - Gastonia - Rock Hill	300	35
Huntington - Ashland	300	35
Lafayette, La.	300	35
Raleigh - Durham	299	38
Athens	298	39
Dothan	298	39
San Francisco	298	39
Midland, Tex.	297	42
Santa Fe	297	42
Terre Haute	297	42
Kansas City	295	45
Galveston - Texas City	293	46
Atlantic City	292	47
Austin	292	47
Dallas	292	47
Panama City	290	50
Richmond - Petersburg	288	51
Charleston, S.C.	287	52
Lafayette - West Lafayette	287	52
Dayton - Springfield	285	54
Charlottesville	284	55
Sacramento	284	55
Houma - Thibodaux	282	57
Abilene	281	58
St. Louis	281	58
Amarillo	280	60
Tulsa	280	60
Des Moines	279	62
Bloomington, Ind.	278	63
Gary - Hammond	278	63
Fort Worth - Arlington	277	65
Huntsville	277	65
Madison	277	65
Roanoke	275	68
Wichita	275	68
Albany, Ga.	274	70
Jacksonville, Fla.	273	71
Memphis	273	71
Toledo	272	73
Washington	272	73
Cincinnati	271	75
Springfield, Mo	271	75
Albuquerque	270	77
Ann Arbor	270	77
Kalamazoo	270	77
Boulder - Longmont	269	80
Enid	269	80
Jackson, Tenn.	269	80
Hickory	268	83
Norfolk - Virginia Beach - Newport News	268	83
Omaha	267	85
Lincoln	266	86
Fayetteville, N.C	265	87
Santa Cruz	265	87
Davenport - Rock Island - Moline	264	89
Longview - Marshall	264	89
Bradenton	263	91
Little Rock - North Little Rock	263	91
St. Joseph	261	93
Champaign - Urbana - Rantoul	259	94
Lima	259	94
Corpus Christi	258	96
Houston	258	96
Lansing - East Lansing	258	96
Elkhart - Goshen	257	99
Flint	256	100
Stockton	256	100
Macon - Warner Robins	255	102
Oakland	255	102
Santa Barbara - Santa Maria - Lompoc	255	102
Lynchburg	254	105
Chattanooga	253	106
Lubbock	253	106
New Orleans	253	106
Charleston, W.Va.	252	109
Baton Rouge	250	110
Boston - Lawrence - Salem - Lowell - Brockton	250	110
Montgomery	250	110
San Diego	250	110
Vallejo - Fairfield - Napa	250	110
South Bend - Mishawaka	249	115
Bakersfield	248	116
Daytona Beach	248	116
Fort Lauderdale - Hollywood - Pompano Beach	248	116
Fort Smith	247	119
Seattle	247	119
Fort Walton Beach	246	121
Lawton	246	121
Pensacola	246	121
Eugene - Springfield	245	124
Mobile	245	124
Cleveland	244	126
Iowa City	244	126
Rapid City	243	128
Reno	242	129
Bloomington - Normal	241	130
Boise	241	130
Casper	241	130
Riverside - San Bernardino	241	130
Colorado Springs	239	134
Laredo	239	134
Modesto	238	136
Parkersburg - Marietta	238	136
San Antonio	238	136
New Haven - Waterbury - Meriden	236	139
Akron	235	140
Hartford - New Britain - Middletown - Bristol	235	140
Johnson City - Kingsport - Bristol	235	140
Los Angeles - Long Beach	235	140
Lakeland - Winter Haven	234	144
Portland, Ore.	234	144
Springfield, Ill.	234	144
Tuscaloosa	234	144
New London - Norwich	233	148
Santa Rosa - Petaluma	233	148
Tampa - St. Petersburg - Clearwater	233	148
Las Vegas	232	151
New Bedford - Fall River - Attleboro	232	151
Texarkana	232	151
Cedar Rapids	231	154
Columbia, Mo.	231	154
Columbus, Ga.	231	154
Gainesville	231	154
Manchester - Nashua	231	154
Nashville	231	154
Augusta	230	160
Fargo - Moorhead	230	160
Decatur, Ala.	229	162
Youngstown - Warren	229	162
Bangor	228	164
Visalia - Tulare - Porterville	228	164
Canton	227	166
Baltimore	226	167
Miami - Hialeah	226	167
Anderson, Ind.	224	169
Minneapolis - St. Paul	224	169
Billings	223	171
Bismarck	223	171
Denver	223	171
Joplin	223	171
Shreveport	223	171
Spokane	223	171
Burlington, Vt.	222	177
Chicago	222	177
Florence, Ala.	222	177
Saginaw - Bay City - Midland	221	180
Tallahassee	221	180
Birmingham	220	182
Tucson	220	182
Bridgeport - Stamford - Norwalk - Danbury	218	184
Florence, S.C.	218	184
Detroit	217	186
Victoria	217	186
Waco	217	186
Kankakee	216	189
Sherman - Denison	216	189
Dubuque	215	191
Phoenix	215	191
Sioux City	215	191
Fresno	214	194
Harrisburg - Lebanon - Carlisle	213	195
Wheeling	213	195
Bellingham	212	197
Fort Wayne	212	197
Wilmington, Del.	212	197
Gadsden	210	200
Reading	209	201
Sioux Falls	209	201
Anderson, S.C.	208	203
Brownsville - Harlingen	208	203
Rochester, Minn.	208	203
Rockford	208	203
Green Bay	207	207
Portsmouth - Dover - Rochester	207	207
Waterloo - Cedar Falls	207	207
Clarksville - Hopkinsville	206	210
Erie	206	210
Jackson, Miss.	206	210
Sarasota	206	210
Beaumont - Port Arthur	205	214
Fort Myers - Cape Coral	205	214
Milwaukee	204	216
Jacksonville, N.C.	203	217
Kenosha	202	218
Mansfield	202	218
Hamilton - Middletown	201	220
Monroe	201	220
Peoria	200	222
Melbourne - Titusville - Palm Bay	199	223
Pascagoula	199	223
Tacoma	199	223
Tyler	199	223
Salinas - Seaside - Monterey	198	227
Chico	196	228
Danville, Va.	196	228
West Palm Beach - Boca Raton - Delray Beach	196	228
Killeen - Temple	195	231
Battle Creek	193	232
El Paso	193	232
Grand Rapids	193	232
Springfield, Mass.	192	235
State College	192	235
Cumberland	191	237
Providence - Pawtucket - Woonsocket	191	237
Pine Bluff	188	239
Salem, Ore.	188	239
Fort Pierce	187	241
Lewiston - Auburn	187	241
La Crosse	186	243
Steubenville - Weirton	185	244
Vancouver	183	245
Brazoria	182	246
Las Cruces	182	246
Muskegon	182	246
Salt Lake City - Ogden	182	246
Benton Harbor	181	250
Appleton - Oshkosh - Neenah	180	251
Philadelphia	180	251
Eau Claire	179	253
Olympia	179	253
Janesville - Beloit	178	255
Pittsfield	178	255
Aurora - Elgin	177	257
Buffalo	177	257
Duluth	177	257
Allentown - Bethlehem	174	260
Great Falls	173	261
Decatur, Ill.	171	262
Lake Charles	171	262
Rochester, N.Y.	170	264
Lorain - Elyria	169	265
Pittsburgh	168	266
Redding	168	266
Yuba City	167	268
Lancaster	166	269
Medford	166	269
Oxnard - Ventura	166	269
Scranton - Wilkes-Barre	166	269
Bergen - Passaic	164	273
Lake County, Ill.	164	273
Grand Forks	163	275
Ocala	162	276
Racine	162	276
Fort Collins - Loveland	160	278
Worcester - Fitchburg - Leominster	160	278
Monmouth - Ocean	159	280
Trenton	159	280
Alexandria, La.	157	282
Syracuse	157	282
York	157	282
Nassau - Suffolk	156	285
Richland - Kennewick - Pasco	156	285
Merced	154	287
Yakima	153	288
Bremerton	152	289
New York	152	289
Niagara Falls	149	291
Anniston	148	292
Binghamton	147	293
Albany - Schenectady - Troy	146	294
McAllen - Edinburg - Mission	146	294
Middlesex - Somerset - Hunterdon	146	294
Joliet	145	297
Jackson, Mich.	144	298
Sheboygan	142	299
St. Cloud	140	300
Glens Falls	138	301
Pueblo	138	301
Newark	134	303
Williamsport	132	304
Utica - Rome	127	305
Altoona	125	306
Elmira	125	306
Sharon	125	306
Orange County, N.Y.	118	309
Greeley	117	310
Hagerstown	117	310
Wausau	115	312
Beaver County, Pa.	113	313
Poughkeepsie	112	314
Johnstown	107	315
Jersey City	102	316
Provo - Orem	97	317
Vineland - Millville - Bridgeton	85	318
Total Above Areas	233	
United States Total	217	

21ST ANNUAL RGI/MSA RANKING

PER CAPITA RESTAURANT SALES BY MARKET, 1987

Metro Area Name	Per Capita Sales	Rank
San Francisco	811	1
Portland, Me.	634	2
Honolulu	627	3
Santa Barbara - Santa Maria - Lompoc	564	4
Atlantic City	563	5
Sarasota	548	6
Boston - Lawrence - Salem - Lowell - Brockton	535	7
Anaheim - Santa Ana	529	8
Fort Lauderdale - Hollywood - Pompano Beach	523	9
Bridgeport - Stamford - Norwalk - Danbury	511	10
West Palm Beach - Boca Raton - Delray Beach	510	11
Burlington, Vt.	500	12
Anchorage	497	13
Boulder - Longmont	485	14
Seattle	460	15
Madison	453	16
Portsmouth - Dover - Rochester	452	17
Manchester - Nashua	450	18
Rapid City	437	19
Naples	436	20
Salinas - Seaside - Monterey	426	21
Orlando	423	22
Panama City	421	23
San Jose	421	23
Denver	411	25
Reno	410	26
Cheyenne	405	27
New London - Norwich	403	28
San Diego	402	29
Portland, Ore.	400	30
Los Angeles - Long Beach	393	31
Pittsfield	393	31
Minneapolis - St. Paul	391	33
Springfield, Mass.	389	34
New Haven - Waterbury - Meriden	388	35
Bradenton	383	36
Fort Myers - Cape Coral	383	36
Hartford - New Britain - Middletown - Bristol	380	38
New York	378	39
Odessa	377	40
Toledo	367	41
Washington	367	41
Rochester, Minn.	361	43
Bellingham	359	44
Fort Walton Beach	358	45
Billings	357	46
Miami - Hialeah	357	46
Oakland	356	48
Worcester - Fitchburg - Leominster	352	49
Bergen - Passaic	351	50
Sacramento	351	50
Ann Arbor	350	52
Green Bay	349	53
Providence - Pawtucket - Woonsocket	349	53
Sioux Falls	348	55
Santa Cruz	346	56
Kenosha	340	57
Santa Rosa - Petaluma	339	58
Daytona Beach	338	59
Fort Wayne	336	60
Las Vegas	336	60
Duluth	335	62
Boise	333	63
Gainesville	333	63
Vallejo - Fairfield - Napa	333	63
Chicago	331	66
Akron	330	67
Knoxville	328	68
Cleveland	327	69
Champaign - Urbana - Rantoul	326	70
Phoenix	326	70
South Bend - Mishawaka	326	70
Fargo - Moorhead	324	73
Bangor	323	74
Milwaukee	323	74
Tampa - St. Petersburg - Clearwater	321	76
Kalamazoo	320	77
Omaha	320	77
Tallahassee	320	77
Cincinnati	318	80
Lincoln	318	80
Casper	315	82
La Crosse	314	83
Albuquerque	313	84
Atlanta	313	84
Santa Fe	313	84
Reading	312	87
Dallas	311	88
Lexington-Fayette	311	88
Chico	307	90
New Bedford - Fall River - Attleboro	306	91
Tacoma	306	91
Lancaster	305	93
Monmouth - Ocean	305	93
Spokane	305	93
Bloomington - Normal	303	96
Eau Claire	303	96
Olympia	303	96
Austin	301	99
Grand Rapids	301	99
New Orleans	301	99
Janesville - Beloit	300	102
Houston	299	103
Bakersfield	297	104
San Angelo	295	105
Detroit	294	106
Kansas City	294	106
Oklahoma City	294	106
Springfield, Ill.	294	106
Bismarck	293	110
Bryan - College Station	293	110
Muncie	293	110
Rochester, N.Y.	292	113
Saginaw - Bay City - Midland	291	114
Nassau - Suffolk	288	115
Wilmington, N.C.	288	115
Trenton	287	117
Wichita Falls	284	118
Columbus, Ohio	283	119
Des Moines	282	120
Midland, Tex.	279	121
Burlington, N.C.	278	122
Canton	278	122
Great Falls	278	122
Kokomo	278	122
Fort Collins - Loveland	277	126
Middlesex - Somerset - Hunterdon	276	127
Galveston - Texas City	275	128
Riverside - San Bernardino	275	128
Glens Falls	274	130
Norfolk - Virginia Beach - Newport News	274	130
Racine	274	130
Nashville	273	133
Kankakee	271	134
Oxnard - Ventura	271	134
Harrisburg - Lebanon - Carlisle	270	136
Tucson	270	136
Charlottesville	269	138
Lake County, Ill.	269	138
Lima	269	138
Savannah	269	138
Syracuse	269	138
Topeka	268	143
Lansing - East Lansing	266	144
Lewiston - Auburn	266	144
Rockford	266	144
Terre Haute	266	144
Iowa City	265	148
Richland - Kennewick - Pasco	265	148
Abilene	264	150
Flint	264	150
Redding	264	150
Amarillo	263	153
Eugene - Springfield	262	154
Indianapolis	262	154
State College	262	154
Yuba City	262	154
Roanoke	261	158
Yakima	259	159
Buffalo	258	160
Gary - Hammond	258	160
Asheville	257	162
Bremerton	257	162
Lafayette - West Lafayette	257	162
Philadelphia	257	162
Pittsburgh	257	162
Albany - Schenectady - Troy	256	167
Lafayette, La.	255	168
St. Joseph	254	169
Lawrence, Kans.	253	170
Merced	253	170
Cedar Rapids	252	172
Battle Creek	251	173
Melbourne - Titusville - Palm Bay	251	173
Owensboro	249	175
Bloomington, Ind.	248	176
Elmira	248	176
Longview - Marshall	248	176
Medford	248	176
Stockton	248	176
Colorado Springs	247	181
Wichita	247	181
Peoria	244	183
St. Louis	244	183
St. Cloud	243	185
Appleton - Oshkosh - Neenah	242	186
Davenport - Rock Island - Moline	242	186
Allentown - Bethlehem	241	188
Fresno	241	188
Jacksonville, Fla.	241	188
Lynchburg	241	188
Richmond - Petersburg	241	188
Wilmington, Del.	241	188
Aurora - Elgin	240	194
Evansville	240	194
Pueblo	240	194
Binghamton	239	197
Raleigh - Durham	239	197
Sheboygan	239	197
Fort Worth - Arlington	238	200
Vancouver	238	200
Sioux City	237	202
Muskegon	236	203
Ocala	236	203
Greensboro - Winston-Salem - High Point	235	205
Benton Harbor	234	206
Dayton - Springfield	234	206
Dubuque	234	206
Newark	234	206
Fort Pierce	232	210
Baltimore	231	211
Corpus Christi	231	211
Elkhart - Goshen	230	213
Jackson, Tenn.	229	214
Louisville	229	214
Waterloo - Cedar Falls	228	216
Columbia, Mo.	225	217
Laredo	225	217
Lubbock	224	219
Poughkeepsie	222	220
Springfield, Mo.	222	220
Modesto	221	222
Erie	220	223
Salem, Ore.	219	224
San Antonio	219	224
Athens	217	226
Biloxi - Gulfport	217	226
Joplin	217	226
Scranton - Wilkes-Barre	217	226
Decatur, Ill.	215	230
Grand Forks	214	231
Mansfield	210	232
Hamilton - Middletown	209	233
Chattanooga	208	234
Youngstown - Warren	206	235
Enid	204	236
Utica - Rome	204	236
Victoria	204	236
Waco	204	236
Charlotte - Gastonia - Rock Hill	203	240
Greeley	203	240
Sherman - Denison	202	242
Anderson, Ind.	201	243
Las Cruces	201	243
Tulsa	201	243
Albany, Ga.	200	246
York	199	247
Beaumont - Port Arthur	198	248
Charleston, S.C.	198	248
Columbia, S.C.	198	248
Brownsville - Harlingen	195	251
Wausau	195	251
Texarkana	193	253
Cumberland	192	254
Lakeland - Winter Haven	192	254
Niagara Falls	192	254
Visalia - Tulare - Porterville	192	254
Fayetteville, N.C.	189	258
Hickory	189	258
Memphis	189	258
Parkersburg - Marietta	187	261
Tyler	187	261
Danville, Va.	186	263
Jackson, Mich.	1[illegible]	263
Lawton	186	263
Fayetteville - Springdale	185	266
Killeen - Temple	184	267
Macon - Warner Robins	184	267
Pensacola	184	267
Orange County, N.Y.	183	270
Little Rock - North Little Rock	182	271
Shreveport	182	271
Huntsville	181	273
Salt Lake City - Ogden	181	273
Williamsport	181	273
Greenville - Spartanburg	180	276
Joliet	180	276
Houma - Thibodaux	178	278
Lorain - Elyria	175	279
Wheeling	174	280
Monroe	172	281
Sharon	171	282
Altoona	170	283
Charleston, W.Va.	169	284
Columbus, Ga.	163	285
El Paso	163	285
Jersey City	163	285
Clarksville - Hopkinsville	157	288
Mobile	157	288
Baton Rouge	154	290
Florence, S.C.	154	290
Fort Smith	152	292
Steubenville - Weirton	152	292
Vineland - Millville - Bridgeton	151	294
Jackson, Miss.	149	295
Anderson, S.C.	148	296
Lake Charles	147	297
Jacksonville, N.C.	145	298
Dothan	140	299
Birmingham	137	300
Montgomery	137	300
Alexandria, La.	134	302
Pascagoula	134	302
Tuscaloosa	128	304
Augusta	126	305
Hagerstown	124	306
Huntington - Ashland	123	307
McAllen - Edinburg - Mission	123	307
Beaver County, Pa.	122	309
Florence, Ala.	121	310
Brazoria	119	311
Gadsden	115	312
Pine Bluff	114	313
Johnson City - Kingsport - Bristol	112	314
Decatur, Ala.	108	315
Johnstown	108	315
Provo - Orem	100	317
Anniston	81	318
Total Above Areas	313	
United States Total	281	

TOTAL POPULATION BY MARKET, 1987

ADI Name	Population	Rank
New York	18,608.2	1
Los Angeles	12,658.6	2
Chicago	8,540.8	3
Philadelphia	7,155.2	4
San Francisco	5,594.0	5
Boston	5,487.6	6
Detroit	4,672.9	7
Dallas - Ft. Worth	4,447.2	8
Washington, D.C.	4,371.6	9
Houston	4,002.1	10
Cleveland	3,804.2	11
Minneapolis - St. Paul	3,521.2	12
Atlanta	3,512.8	13
Seattle - Tacoma	3,216.1	14
Pittsburgh	3,127.8	15
Miami	3,083.4	16
St. Louis	3,037.4	17
Sacramento - Stockton	2,785.5	18
Tampa - St. Petersburg	2,745.8	19
Denver	2,623.7	20
Baltimore	2,503.1	21
Phoenix	2,429.1	22
Hartford - New Haven	2,407.6	23
San Diego	2,313.9	24
Indianapolis	2,235.6	25
Portland, Ore.	2,091.2	26
Orlando - Daytona Beach - Melbourne	2,040.5	27
Milwaukee	2,007.6	28
Cincinnati	1,999.6	29
Kansas City	1,942.7	30
Charlotte	1,890.9	31
Salt Lake City	1,888.7	32
Nashville	1,870.8	33
Raleigh - Durham	1,801.0	34
New Orleans	1,785.5	35
Columbus, Ohio	1,768.4	36
Grand Rapids - Kalamazoo - Battle Creek	1,691.6	37
Buffalo	1,685.8	38
Greenville - Spartanburg - Asheville	1,676.1	39
Memphis	1,653.7	40
San Antonio	1,647.2	41
Norfolk - Portsmouth - Newport News - Hampton	1,610.9	42
Oklahoma City	1,586.0	43
Providence - New Bedford	1,497.0	44
Louisville	1,474.2	45
Harrisburg - York - Lancaster - Lebanon	1,448.0	46
Birmingham	1,375.1	47
Charleston - Huntington	1,348.1	48
Greensboro - Winston-Salem - High Point	1,331.0	49
Dayton	1,309.3	50
Albany - Schenectady - Troy	1,302.9	51
Albuquerque	1,301.1	52
Wilkes-Barre - Scranton	1,296.6	53
Fresno - Visalia	1,255.5	54
Little Rock	1,246.5	55
Flint - Saginaw - Bay City	1,221.9	56
Tulsa	1,204.4	57
Richmond	1,200.2	58
Jacksonville	1,191.3	59
West Palm Beach - Ft. Pierce - Vero Beach	1,137.0	60
Knoxville	1,136.8	61
Mobile - Pensacola	1,125.9	62
Wichita - Hutchinson	1,123.3	63
Shreveport - Texarkana	1,118.1	64
Toledo	1,103.1	65
Green Bay	1,019.8	66
Roanoke - Lynchburg	1,003.2	67
Des Moines	969.7	68
Rochester, N.Y.	955.6	69
Syracuse	947.8	70
Palm Springs	938.3	71
Omaha	934.9	72
Austin, Tex.	914.8	73
Lexington	909.3	74
Portland - Poland Spring	905.3	75
Springfield - Decatur - Champaign	885.4	76
Spokane	868.2	77
Paducah - Cape Girardeau - Harrisburg - Marion	865.4	78
Cedar Rapids - Waterloo - Dubuque	846.1	79
Jackson, Miss.	832.2	80
Davenport - Rock Island - Moline	814.6	81
Huntsville - Decatur - Florence	800.0	82
South Bend - Elkhart	798.0	83
Columbia, S.C.	795.2	84
Springfield, Mo.	790.8	85
Chattanooga	787.8	86
Bristol - Kingsport - Johnson City	779.0	87
Johnstown - Altoona	777.3	88
Baton Rouge	768.3	89
Tucson	768.3	89
Youngstown	748.5	91
El Paso	725.8	92
Burlington - Plattsburgh	713.4	93
Evansville	706.8	94
Madison	699.5	95
McAllen - Brownsville	680.0	96
Waco - Temple	679.6	97
Springfield, Mass.	659.9	98
Lincoln - Hastings - Kearney	658.8	99
Savannah	641.1	100
Augusta	633.6	101
Las Vegas	630.1	102
Ft. Wayne	629.5	103
Lansing	626.0	104
Charleston, S.C.	623.1	105
Greenville - New Bern - Washington	620.5	105
Colorado Springs - Pueblo	610.8	107
Salinas - Monterey	610.8	107
Montgomery - Selma	604.7	109
Sioux Falls - Mitchell	603.2	110
Fargo	589.3	111
Lafayette, La.	580.9	112
Peoria	565.4	113
Santa Barbara - Santa Maria - San Luis Obispo	548.6	114
Ft. Myers - Naples	543.2	115
Corpus Christi	535.3	116
Columbus, Ga.	524.4	117
Monroe - El Dorado	520.4	118
Bakersfield	511.0	119
Tallahassee - Thomasville	510.8	120
Amarillo	502.7	121
Eugene	489.9	122
Tyler - Longview	471.3	123
Yakima	469.7	124
Macon	468.2	125
Joplin - Pittsburg	466.5	126
Beaumont - Port Arthur	465.1	127
Columbus - Tupelo	461.1	128
Florence, S.C.	455.3	129
Duluth - Superior	453.8	130
La Crosse - Eau Claire	453.4	131
Terre Haute	447.9	132
Wichita Falls - Lawton	442.8	133
Wausau - Rhinelander	442.7	134
Sioux City	434.9	135
Binghamton	434.5	136
Traverse City - Cadillac	429.6	137
Boise	427.2	138
Erie	423.1	139
Topeka	422.0	140
Bluefield - Beckley - Oak Hill	418.4	141
Ft. Smith	415.7	142
Rockford	415.7	142
Odessa - Midland	411.5	144
Wheeling - Steubenville	408.6	145
Chico - Redding	396.6	146
Minot - Bismarck - Dickinson	395.5	147
Reno	394.5	148
Lubbock	393.3	149
Wilmington	387.2	150
Utica	382.1	151
Albany, Ga.	381.2	152
Rochester - Mason City - Austin	371.4	153
Columbia - Jefferson City	368.7	154
Medford	352.7	155
Quincy - Hannibal	323.3	156
Bangor	316.4	157
Idaho Falls - Pocatello	316.4	157
Abilene - Sweetwater	315.7	159
Biloxi - Gulfport - Pascagoula	314.1	160
Dothan	294.4	161
Alexandria, La.	261.3	162
Sarasota	255.7	163
Greenwood - Greenville	254.4	164
Laurel - Hattiesburg	253.1	165
Clarksburg - Weston	252.0	166
Salisbury	241.8	167
Billings - Hardin	240.4	168
Elmira	235.8	169
Watertown - Carthage	234.3	170
Rapid City	232.3	171
Gainesville	222.1	172
Lake Charles	216.6	173
Panama City	206.9	174
El Centro - Yuma	199.6	175
Ardmore - Ada	197.6	176
Missoula	194.5	177
Meridian	187.2	178
Jonesboro	185.0	179
Grand Junction	176.3	180
Jackson, Tenn.	167.5	181
Great Falls	162.2	182
Parkersburg	157.7	183
Marquette	157.3	184
Tuscaloosa	145.9	185
Cheyenne - Scottsbluff - Sterling	137.1	186
Eureka	135.5	187
San Angelo	133.1	188
Laredo	129.2	189
Butte	128.4	190
Casper - Riverton	127.3	191
St. Joseph	127.0	192
Anniston	124.9	193
Lafayette, Ind.	122.8	194
Roswell	121.9	195
Bowling Green	121.5	196
Hagerstown	114.8	197
Lima	113.0	198
Charlottesville	103.8	199
Harrisonburg	102.2	200
Flagstaff	92.5	201
Twin Falls	87.8	202
Presque Isle	86.0	203
Zanesville	84.6	204
Victoria	77.1	205
Ottumwa - Kirksville	76.1	206
Bend	70.3	207
Mankato	63.9	208
North Platte	49.3	209
Helena	48.0	210
Alpena	41.9	211
Glendive	13.5	212
Total U.S. ADIs	243,988.2	

EFFECTIVE BUYING INCOME PER CAPITA BY MARKET, 1987

ADI Name	EBI	Rank
San Francisco	18,129	1
Washington, D.C.	17,293	2
New York	16,677	3
Hartford - New Haven	16,382	4
Boston	16,228	5
West Palm Beach - Ft. Pierce - Vero Beach	15,461	6
San Diego	15,431	7
Los Angeles	15,357	8
Rochester, N.Y.	14,727	9
Chicago	14,686	10
Santa Barbara - Santa Maria - San Luis Obispo	14,677	11
Seattle - Tacoma	14,527	12
Sarasota	14,462	13
Philadelphia	14,458	14
Minneapolis - St. Paul	14,169	15
Peoria	14,169	15
Miami	14,086	17
Salinas - Monterey	13,892	18
Denver	13,875	19
Milwaukee	13,839	20
Detroit	13,810	21
Charlottesville	13,758	22
Kansas City	13,640	23
Albany - Schenectady - Troy	13,560	24
Dallas - Ft. Worth	13,532	25
Reno	13,507	26
Palm Springs	13,463	27
Rockford	13,419	28
Sacramento - Stockton	13,353	29
Omaha	13,302	30
Harrisburg - York - Lancaster - Lebanon	13,255	31
Ft. Myers - Naples	13,252	32
Syracuse	13,221	33
Baltimore	13,194	34
Houston	13,133	35
Providence - New Bedford	13,128	36
St. Louis	13,079	37
Springfield, Mass.	13,074	38
Wichita - Hutchinson	13,065	39
Atlanta	12,996	40
Madison	12,933	41
Las Vegas	12,862	42
Phoenix	12,838	43
Cleveland	12,830	44
Davenport - Rock Island - Moline	12,822	45
Binghamton	12,701	46
Cincinnati	12,675	47
Toledo	12,637	48
Dayton	12,595	49
Springfield - Decatur - Champaign	12,575	50
Austin, Tex.	12,560	51
Lansing	12,558	52
Indianapolis	12,542	53
Grand Rapids - Kalamazoo - Battle Creek	12,535	54
Des Moines	12,520	55
Bakersfield	12,461	56
Topeka	12,461	56
Tampa - St. Petersburg	12,413	58
Portland - Poland Spring	12,395	59
Richmond	12,383	60
Pittsburgh	12,361	61
Lafayette, Ind.	12,285	62
Columbus, Ohio	12,219	63
Cedar Rapids - Waterloo - Dubuque	12,128	64
Buffalo	12,125	65
Odessa - Midland	12,120	66
Orlando - Daytona Beach - Melbourne	12,083	67
Rochester - Mason City - Austin	12,083	67
Erie	11,975	69
Portland, Ore.	11,950	70
Lincoln - Hastings - Kearney	11,903	71
Utica	11,892	72
Lima	11,891	73
Norfolk - Portsmouth - Newport News - Hampton	11,836	74
Beaumont - Port Arthur	11,797	75
Helena	11,791	76
Eureka	11,790	77
Ft. Wayne	11,779	78
Casper - Riverton	11,764	79
Youngstown	11,734	80
Greensboro - Winston-Salem - High Point	11,730	81
North Platte	11,681	82
Jacksonville	11,652	83
Green Bay	11,618	84
South Bend - Elkhart	11,607	85
Charlotte	11,526	86
Yakima	11,514	87
Evansville	11,491	88
Rapid City	11,401	89
Burlington - Plattsburgh	11,392	90
Minot - Bismarck - Dickinson	11,360	91
Flint - Saginaw - Bay City	11,356	92
Louisville	11,337	93
Oklahoma City	11,313	94
Nashville	11,312	95
Raleigh - Durham	11,304	96
Fargo	11,262	97
St. Joseph	11,196	98
Colorado Springs - Pueblo	11,145	99
Wausau - Rhinelander	11,143	100
Fresno - Visalia	11,136	101
Columbia - Jefferson City	11,133	102
Mankato	11,124	103
La Crosse - Eau Claire	11,111	104
Duluth - Superior	11,109	105
Elmira	11,085	106
San Angelo	11,076	107
Chico - Redding	11,046	108
Tucson	11,024	109
Cheyenne - Scottsbluff - Sterling	10,994	110
Roanoke - Lynchburg	10,976	111
Victoria	10,976	111
Wilkes-Barre - Scranton	10,959	113
Terre Haute	10,918	114
Great Falls	10,903	115
Billings - Hardin	10,868	116
Roswell	10,865	117
Amarillo	10,850	118
Hagerstown	10,849	119
Gainesville	10,833	120
Tyler - Longview	10,817	121
Salisbury	10,799	122
Missoula	10,792	123
Grand Junction	10,767	124
Sioux Falls - Mitchell	10,754	125
Tulsa	10,754	125
Columbia, S.C.	10,717	127
Spokane	10,711	128
Mobile - Pensacola	10,688	129
Macon	10,663	130
Parkersburg	10,663	130
New Orleans	10,604	132
Little Rock	10,577	133
Biloxi - Gulfport - Pascagoula	10,557	134
Huntsville - Decatur - Florence	10,547	135
Glendive	10,546	136
Bangor	10,515	137
Butte	10,467	138
Lake Charles	10,441	139
Sioux City	10,397	140
Wheeling - Steubenville	10,383	141
Boise	10,367	142
Waco - Temple	10,366	143
Baton Rouge	10,324	144
Quincy - Hannibal	10,320	145
Chattanooga	10,242	146
Greenville - Spartanburg - Asheville	10,237	147
Alpena	10,230	148
Eugene	10,223	149
Birmingham	10,219	150
Lexington	10,217	151
Joplin - Pittsburg	10,207	152
Johnstown - Altoona	10,179	153
San Antonio	10,157	154
Savannah	10,148	155
Wichita Falls - Lawton	10,124	156
Zanesville	10,118	157
Abilene - Sweetwater	10,076	158
Knoxville	10,034	159
Bristol - Kingsport - Johnson City	10,010	160
Watertown - Carthage	9,997	161
Salt Lake City	9,934	162
Shreveport - Texarkana	9,905	163
Ft. Smith	9,900	164
Tallahassee - Thomasville	9,879	165
Presque Isle	9,828	166
Albuquerque	9,818	167
Paducah - Cape Girardeau - Harrisburg - Marion	9,813	168
Jackson, Tenn.	9,782	169
Augusta	9,728	170
Memphis	9,710	171
Springfield, Mo.	9,657	172
Harrisonburg	9,629	173
Ottumwa - Kirksville	9,627	174
Twin Falls	9,626	175
Marquette	9,608	176
Charleston - Huntington	9,607	177
Columbus, Ga.	9,595	178
Bend	9,594	179
Traverse City - Cadillac	9,576	180
Lubbock	9,567	181
Tuscaloosa	9,553	182
Flagstaff	9,547	183
Corpus Christi	9,521	184
Medford	9,503	185
Bowling Green	9,465	186
Anniston	9,445	187
Lafayette, La.	9,436	188
Charleston, S.C.	9,305	189
Greenville - New Bern - Washington	9,254	190
Idaho Falls - Pocatello	9,251	191
Jonesboro	9,207	192
Wilmington	9,191	193
Florence, S.C.	9,169	194
Jackson, Miss.	9,113	195
Montgomery - Selma	9,093	196
Panama City	9,051	197
Dothan	8,998	198
El Centro - Yuma	8,946	199
Bluefield - Beckley - Oak Hill	8,831	200
Clarksburg - Weston	8,682	201
Albany, Ga.	8,660	202
Meridian	8,647	203
Laurel - Hattiesburg	8,584	204
El Paso	8,454	205
Alexandria, La.	8,314	206
Monroe - El Dorado	8,298	207
Ardmore - Ada	8,219	208
Columbus - Tupelo	7,891	209
Greenwood - Greenville	6,648	210
McAllen - Brownsville	6,533	211
Laredo	6,184	212
Total U.S. ADIs	13,035	

EATING PLACE SALES BY MARKET, 1987

ADI Name	Sales	Rank
New York	11,144,475	1
Los Angeles	9,058,439	2
Chicago	5,060,235	3
San Francisco	4,903,023	4
Boston	4,884,003	5
Philadelphia	3,900,134	6
Washington, D.C.	3,164,045	7
Dallas - Ft. Worth	2,787,759	8
Detroit	2,747,962	9
Houston	2,494,413	10
Atlanta	2,467,373	11
Miami	2,384,380	12
Seattle - Tacoma	2,216,156	13
Cleveland	2,165,814	14
Minneapolis - St. Paul	2,086,758	15
Denver	1,931,203	16
Hartford - New Haven	1,696,359	17
St. Louis	1,683,429	18
San Diego	1,668,967	19
Sacramento - Stockton	1,666,602	20
Tampa - St. Petersburg	1,627,029	21
Phoenix	1,384,723	22
Baltimore	1,380,842	23
Pittsburgh	1,361,725	24
Orlando - Daytona Beach - Melbourne	1,349,067	25
Indianapolis	1,308,436	26
Portland, Ore.	1,271,989	27
Kansas City	1,158,576	28
Cincinnati	1,158,205	29
New Orleans	1,133,106	30
Milwaukee	1,112,827	31
Columbus, Ohio	1,024,641	32
Oklahoma City	1,009,600	33
Providence - New Bedford	983,004	34
Charlotte	933,270	35
Norfolk - Portsmouth - Newport News - Hampton	915,318	36
Raleigh - Durham	885,330	37
San Antonio	822,462	38
Nashville	796,259	39
Grand Rapids - Kalamazoo - Battle Creek	795,500	40
West Palm Beach - Ft. Pierce - Vero Beach	789,610	41
Buffalo	778,495	42
Louisville	774,339	43
Greensboro - Winston-Salem - High Point	771,219	44
Greenville - Spartanburg - Asheville	766,467	45
Salt Lake City	720,894	46
Harrisburg - York - Lancaster - Lebanon	700,807	47
Dayton	687,526	48
Portland - Poland Spring	669,737	49
Memphis	658,166	50
Albuquerque	649,803	51
Toledo	646,136	52
Jacksonville	628,433	53
Flint - Saginaw - Bay City	616,759	54
Knoxville	609,055	55
Albany - Schenectady - Troy	605,663	56
Richmond	605,246	57
Austin, Tex.	585,012	58
Tulsa	570,545	59
Wichita - Hutchinson	560,931	60
Fresno - Visalia	560,001	61
Mobile - Pensacola	533,216	62
Palm Springs	531,241	63
Rochester, N.Y.	528,769	64
Omaha	505,450	65
Birmingham	502,255	66
Wilkes-Barre - Scranton	501,644	67
Des Moines	488,221	68
Little Rock	478,601	69
Charleston - Huntington	468,385	70
Santa Barbara - Santa Maria - San Luis Obispo	463,056	71
Green Bay	459,025	72
Lexington	456,941	73
Roanoke - Lynchburg	448,781	74
Springfield - Decatur - Champaign	439,337	75
Syracuse	439,335	76
Madison	439,168	77
Springfield, Mass.	434,006	78
Burlington - Plattsburgh	422,472	79
Las Vegas	421,134	80
Tucson	399,363	81
South Bend - Elkhart	391,497	82
Salinas - Monterey	383,120	83
Davenport - Rock Island - Moline	381,895	84
Spokane	381,057	85
Cedar Rapids - Waterloo - Dubuque	371,600	86
Shreveport - Texarkana	362,308	87
Columbia, S.C.	361,561	88
Charleston, S.C.	353,711	89
Chattanooga	343,680	90
Ft. Myers - Naples	341,424	91
Lincoln - Hastings - Kearney	337,121	92
Evansville	336,692	93
Savannah	329,253	94
Youngstown	327,063	95
Waco - Temple	323,145	96
Lansing	319,193	97
Baton Rouge	317,549	98
Paducah - Cape Girardeau - Harrisburg - Marion	312,361	99
Ft. Wayne	310,738	100
El Paso	304,469	101
Colorado Springs - Pueblo	303,662	102
Bakersfield	298,132	103
Springfield, Mo.	296,956	104
Huntsville - Decatur - Florence	296,606	105
Florence, S.C.	293,786	106
Corpus Christi	276,137	107
Peoria	268,302	108
Odessa - Midland	264,602	109
Sioux Falls - Mitchell	262,434	110
Jackson, Miss.	260,302	111
McAllen - Brownsville	258,431	112
Amarillo	254,658	113
Bristol - Kingsport - Johnson City	254,286	114
Reno	250,934	115
Greenville - New Bern - Washington	248,649	116
Eugene	248,177	117
Lafayette, La.	241,394	118
Johnstown - Altoona	240,444	119
Fargo	239,897	120
Tallahassee - Thomasville	229,804	121
Yakima	218,673	122
Tyler - Longview	218,596	123
Salisbury	216,761	124
Wichita Falls - Lawton	216,163	125
Topeka	215,776	126
Augusta	212,788	127
Boise	211,389	128
Sarasota	210,935	129
Duluth - Superior	210,334	130
Traverse City - Cadillac	209,050	131
Montgomery - Selma	207,923	132
La Crosse - Eau Claire	206,997	133
Chico - Redding	204,853	134
Macon	201,629	135
Beaumont - Port Arthur	194,004	136
Columbus, Ga.	191,164	137
Erie	188,956	138
Rockford	188,242	139
Wausau - Rhinelander	182,144	140
Terre Haute	171,224	141
Rochester - Mason City - Austin	170,924	142
Wilmington	170,094	143
Sioux City	169,986	144
Biloxi - Gulfport - Pascagoula	169,435	145
Lubbock	169,329	146
Bangor	167,765	147
Joplin - Pittsburg	165,884	148
Ft. Smith	160,535	149
Minot - Bismarck - Dickinson	159,760	150
Medford	159,631	151
Binghamton	157,559	152
Columbia - Jefferson City	153,818	153
Albany, Ga.	153,618	154
Wheeling - Steubenville	151,258	155
Utica	150,742	156
Abilene - Sweetwater	148,532	157
Monroe - El Dorado	137,009	158
Gainesville	132,358	159
Panama City	121,289	160
Billings - Hardin	117,272	161
Bluefield - Beckley - Oak Hill	115,355	162
Quincy - Hannibal	113,102	163
Rapid City	108,082	164
Idaho Falls - Pocatello	106,796	165
Columbus - Tupelo	96,440	166
Grand Junction	95,675	167
Dothan	94,786	168
Elmira	91,001	169
Cheyenne - Scottsbluff - Sterling	90,718	170
Laurel - Hattiesburg	87,516	171
El Centro - Yuma	86,881	172
San Angelo	81,825	173
Watertown - Carthage	80,903	174
Eureka	79,945	175
Clarksburg - Weston	79,116	176
Flagstaff	79,101	177
Charlottesville	77,832	178
Lake Charles	77,712	179
Missoula	76,421	180
Alexandria, La.	75,236	181
Lafayette, Ind.	75,196	182
Parkersburg	74,591	183
Lima	73,796	184
Casper - Riverton	73,620	185
Roswell	72,157	186
Laredo	68,407	187
Jonesboro	67,068	188
Greenwood - Greenville	66,654	189
Ardmore - Ada	65,888	190
Great Falls	64,129	191
St. Joseph	63,507	192
Bowling Green	61,764	193
Tuscaloosa	60,242	194
Jackson, Tenn.	59,642	195
Butte	57,499	196
Meridian	53,539	197
Harrisonburg	49,276	198
Marquette	43,241	199
Twin Falls	38,371	200
Victoria	38,370	201
Zanesville	36,958	202
Bend	34,222	203
Mankato	33,973	204
Hagerstown	32,948	205
Anniston	32,751	206
Presque Isle	31,999	207
Ottumwa - Kirksville	29,279	208
North Platte	28,028	209
Helena	25,624	210
Alpena	10,148	211
Glendive	8,149	212
Total U.S. ADIs	138,505,630	

For more information circle number 157 for Restaurant Tech (sectional)→

EATING PLACE UNITS BY MARKET, 1987

ADI Name	# of Units	Rank
New York	21,476	1
Los Angeles	14,397	2
Chicago	9,274	3
San Francisco	8,150	4
Philadelphia	7,663	5
Boston	7,419	6
Dallas - Ft. Worth	5,281	7
Detroit	4,973	8
Washington, D.C.	4,957	9
Houston	4,412	10
Atlanta	4,284	11
Cleveland	4,171	12
Seattle - Tacoma	4,128	13
Miami	4,031	14
Minneapolis - St. Paul	3,981	15
Denver	3,590	16
Sacramento - Stockton	3,495	17
Pittsburgh	3,201	18
St. Louis	3,138	19
Hartford - New Haven	3,053	20
Tampa - St. Petersburg	3,038	21
Portland, Ore.	2,747	22
San Diego	2,725	23
Phoenix	2,719	24
Indianapolis	2,709	25
Baltimore	2,577	26
Orlando - Daytona Beach - Melbourne	2,396	27
Milwaukee	2,322	28
Oklahoma City	2,268	29
Cincinnati	2,203	30
Buffalo	2,142	31
Kansas City	2,141	32
Charlotte	2,068	33
Columbus, Ohio	2,059	34
Raleigh - Durham	1,941	35
Salt Lake City	1,936	36
Providence - New Bedford	1,922	37
San Antonio	1,907	38
New Orleans	1,891	39
Nashville	1,864	40
Albany - Schenectady - Troy	1,836	41
Norfolk - Portsmouth - Newport News - Hampton	1,807	42
Greenville - Spartanburg - Asheville	1,805	43
Grand Rapids - Kalamazoo - Battle Creek	1,749	44
Wichita - Hutchinson	1,641	45
Harrisburg - York - Lancaster - Lebanon	1,559	46
Albuquerque	1,529	47
Dayton	1,525	48
Memphis	1,484	49
Tulsa	1,481	50
Greensboro - Winston-Salem - High Point	1,459	51
Wilkes-Barre - Scranton	1,405	52
Portland - Poland Spring	1,398	53
Fresno - Visalia	1,359	54
Toledo	1,341	55
Little Rock	1,325	56
Louisville	1,324	57
Richmond	1,306	58
West Palm Beach - Ft. Pierce - Vero Beach	1,296	59
Jacksonville	1,281	60
Austin, Tex.	1,238	61
Des Moines	1,216	62
Flint - Saginaw - Bay City	1,199	63
Green Bay	1,199	63
Birmingham	1,178	65
Knoxville	1,154	66
Charleston - Huntington	1,145	67
Syracuse	1,128	68
Mobile - Pensacola	1,127	69
Rochester, N.Y.	1,125	70
Spokane	1,050	71
Roanoke - Lynchburg	1,028	72
South Bend - Elkhart	1,028	72
Burlington - Plattsburgh	1,006	74
Cedar Rapids - Waterloo - Dubuque	1,006	74
Shreveport - Texarkana	998	76
Omaha	995	77
Springfield, Mo.	974	78
Davenport - Rock Island - Moline	945	79
Madison	939	80
Palm Springs	933	81
Springfield - Decatur - Champaign	926	82
Paducah - Cape Girardeau - Harrisburg - Marion	914	83
Salinas - Monterey	891	84
Santa Barbara - Santa Maria - San Luis Obispo	868	85
Tucson	859	86
Youngstown	820	87
Chattanooga	808	88
Lexington	798	89
Springfield, Mass.	794	90
Sioux Falls - Mitchell	791	91
Lincoln - Hastings - Kearney	782	92
Johnstown - Altoona	763	93
Eugene	756	94
Columbia, S.C.	753	95
Colorado Springs - Pueblo	751	96
Ft. Wayne	751	96
Fargo	736	98
Waco - Temple	714	99
Amarillo	713	100
Evansville	710	101
Huntsville - Decatur - Florence	702	102
Las Vegas	693	103
Ft. Myers - Naples	680	104
Savannah	669	105
Traverse City - Cadillac	668	106
El Paso	660	107
Jackson, Miss.	657	108
Baton Rouge	639	109
Lansing	637	110
Duluth - Superior	629	111
Florence, S.C.	629	111
Peoria	627	113
Corpus Christi	619	114
Joplin - Pittsburg	619	114
Bristol - Kingsport - Johnson City	604	116
Greenville - New Bern - Washington	597	117
Sioux City	566	118
Wausau - Rhinelander	566	118
Tyler - Longview	564	120
Bakersfield	563	121
Yakima	563	121
Charleston, S.C.	558	123
McAllen - Brownsville	556	124
La Crosse - Eau Claire	551	125
Wichita Falls - Lawton	538	126
Lafayette, La.	537	127
Topeka	537	127
Medford	531	129
Reno	526	130
Odessa - Midland	524	131
Chico - Redding	518	132
Boise	498	133
Ft. Smith	492	134
Augusta	490	135
Erie	485	136
Utica	485	136
Tallahassee - Thomasville	479	138
Lubbock	476	139
Montgomery - Selma	470	140
Terre Haute	470	140
Rockford	468	142
Minot - Bismarck - Dickinson	466	143
Rochester - Mason City - Austin	462	144
Columbus, Ga.	456	145
Macon	452	146
Wheeling - Steubenville	441	147
Binghamton	439	148
Bangor	434	149
Beaumont - Port Arthur	430	150
Salisbury	429	151
Wilmington	411	152
Monroe - El Dorado	408	153
Columbia - Jefferson City	407	154
Abilene - Sweetwater	396	155
Billings - Hardin	364	156
Columbus - Tupelo	359	157
Sarasota	356	158
Albany, Ga.	350	159
Quincy - Hannibal	345	160
Biloxi - Gulfport - Pascagoula	331	161
Idaho Falls - Pocatello	316	162
Rapid City	309	163
Missoula	304	164
Bluefield - Beckley - Oak Hill	303	165
Watertown - Carthage	298	166
Gainesville	274	167
Laurel - Hattiesburg	265	168
Elmira	253	169
Panama City	252	170
Clarksburg - Weston	242	171
Dothan	242	171
El Centro - Yuma	239	173
Grand Junction	239	173
Eureka	235	175
Great Falls	235	175
Ardmore - Ada	222	177
Greenwood - Greenville	216	178
Butte	208	179
Jonesboro	198	190
Cheyenne - Scottsbluff - Sterling	197	181
San Angelo	186	182
Lake Charles	183	183
Alexandria, La.	181	184
Casper - Riverton	174	185
Marquette	174	185
Jackson, Tenn.	166	187
Parkersburg	166	187
Charlottesville	155	189
Meridian	151	190
Lima	150	191
St. Joseph	147	192
Flagstaff	145	193
Tuscaloosa	145	193
Lafayette, Ind.	143	195
Roswell	143	195
Bend	115	197
Harrisonburg	113	198
Anniston	112	199
Hagerstown	111	200
Zanesville	107	201
Bowling Green	102	202
Laredo	102	202
Victoria	100	204
Mankato	97	205
Ottumwa - Kirksville	91	206
Presque Isle	83	207
Twin Falls	78	208
Helena	76	209
North Platte	62	210
Alpena	50	211
Glendive	17	212
Total U.S. ADIs	279,015	

FAST FOOD SALES BY MARKET, 1987

ADI Name	Sales	Rank
Los Angeles	3,141,352	1
New York	2,826,262	2
Chicago	1,840,744	3
San Francisco	1,559,670	4
Philadelphia	1,333,087	5
Boston	1,278,234	6
Dallas - Ft. Worth	1,186,854	7
Atlanta	1,177,338	8
Washington, D.C.	1,136,545	9
Detroit	1,023,544	10
Houston	993,191	11
Cleveland	857,016	12
St. Louis	773,643	13
Miami	737,815	14
Sacramento - Stockton	711,074	15
Seattle - Tacoma	707,436	16
Minneapolis - St. Paul	679,988	17
Tampa - St. Petersburg	622,782	18
Indianapolis	616,542	19
Denver	591,033	20
San Diego	578,200	21
Baltimore	555,546	22
Hartford - New Haven	543,014	23
Kansas City	525,242	24
Orlando - Daytona Beach - Melbourne	509,659	25
Charlotte	501,602	26
Pittsburgh	488,713	27
Phoenix	483,748	28
Columbus, Ohio	482,718	29
Cincinnati	482,119	30
Oklahoma City	475,192	31
Raleigh - Durham	456,936	32
Portland, Ore.	450,145	33
New Orleans	423,649	34
Norfolk - Portsmouth - Newport News - Hampton	418,544	35
Louisville	417,869	36
Greenville - Spartanburg - Asheville	412,120	37
Milwaukee	382,256	38
Greensboro - Winston-Salem - High Point	374,670	39
San Antonio	354,278	40
Nashville	352,089	41
Memphis	341,477	42
Dayton	334,764	43
Providence - New Bedford	322,063	44
Salt Lake City	312,050	45
Jacksonville	303,563	46
Richmond	294,609	47
Grand Rapids - Kalamazoo - Battle Creek	292,841	48
Knoxville	290,528	49
Tulsa	281,977	50
Birmingham	272,881	51
Wichita - Hutchinson	271,124	52
Albuquerque	270,455	53
Buffalo	269,656	54
Charleston - Huntington	267,534	55
Little Rock	265,319	56
Harrisburg - York - Lancaster - Lebanon	259,724	57
Austin, Tex.	258,165	58
Mobile - Pensacola	258,029	59
Toledo	253,960	60
Flint - Saginaw - Bay City	253,664	61
Lexington	251,301	62
Fresno - Visalia	248,594	63
Portland - Poland Spring	228,993	64
West Palm Beach - Ft. Pierce - Vero Beach	225,986	65
Palm Springs	215,060	66
Omaha	211,038	67
Roanoke - Lynchburg	210,483	68
Des Moines	206,301	69
Wilkes-Barre - Scranton	189,848	70
Albany - Schenectady - Troy	189,213	71
Springfield - Decatur - Champaign	188,967	72
Columbia, S.C.	182,154	73
Evansville	178,422	74
Chattanooga	177,687	75
Shreveport - Texarkana	176,988	76
Davenport - Rock Island - Moline	175,334	77
Savannah	168,158	78
Charleston, S.C.	167,654	79
South Bend - Elkhart	167,609	80
Huntsville - Decatur - Florence	167,061	81
Rochester, N.Y.	165,297	82
Paducah - Cape Girardeau - Harrisburg - Marion	163,727	83
Baton Rouge	160,699	84
Tucson	157,251	85
Cedar Rapids - Waterloo - Dubuque	156,761	86
Green Bay	155,143	87
Madison	150,549	88
Youngstown	148,991	89
Syracuse	145,641	90
Santa Barbara - Santa Maria - San Luis Obispo	144,793	91
Spokane	144,438	92
Bristol - Kingsport - Johnson City	143,911	93
Waco - Temple	143,381	94
Las Vegas	143,142	95
Springfield, Mo.	142,749	96
Lincoln - Hastings - Kearney	139,114	97
Lansing	138,775	98
El Paso	137,067	99
Greenville - New Bern - Washington	136,413	100
Florence, S.C.	135,932	101
Jackson, Miss.	135,505	102
Salinas - Monterey	133,292	103
Corpus Christi	132,798	104
Bakersfield	126,705	105
Springfield, Mass.	125,529	106
Ft. Myers - Naples	125,076	107
Montgomery - Selma	122,055	108
Odessa - Midland	121,077	109
Burlington - Plattsburgh	120,459	110
Ft. Wayne	119,247	111
Colorado Springs - Pueblo	119,045	112
Amarillo	118,964	113
Augusta	114,806	114
Peoria	112,444	115
McAllen - Brownsville	110,173	116
Topeka	108,400	117
Macon	108,158	118
Columbus, Ga.	106,436	119
Eugene	104,770	120
Wichita Falls - Lawton	102,248	121
Tyler - Longview	101,154	122
Tallahassee - Thomasville	100,716	123
Lafayette, La.	97,565	124
Johnstown - Altoona	95,569	125
Wilmington	90,731	126
Ft. Smith	90,025	127
Biloxi - Gulfport - Pascagoula	89,999	128
Fargo	89,011	129
Sioux Falls - Mitchell	88,909	130
Salisbury	86,772	131
Reno	85,871	132
Albany, Ga.	85,857	133
Beaumont - Port Arthur	85,433	134
Terre Haute	83,906	135
Boise	81,156	136
Joplin - Pittsburg	80,455	137
Traverse City - Cadillac	80,086	138
Erie	79,412	139
Rockford	79,217	140
Lubbock	77,860	141
Yakima	75,521	142
Wheeling - Steubenville	73,774	143
Chico - Redding	72,929	144
Columbia - Jefferson City	70,575	145
Abilene - Sweetwater	70,436	146
Sioux City	70,321	147
Duluth - Superior	68,168	148
La Crosse - Eau Claire	67,812	149
Bluefield - Beckley - Oak Hill	63,295	150
Bangor	63,002	151
Rochester - Mason City - Austin	61,286	152
Minot - Bismarck - Dickinson	60,457	153
Medford	59,683	154
Monroe - El Dorado	59,193	155
Dothan	56,306	156
Binghamton	56,196	157
Wausau - Rhinelander	54,829	158
Quincy - Hannibal	54,471	159
Columbus - Tupelo	53,428	160
Sarasota	52,580	161
Utica	49,569	162
Gainesville	48,224	163
Laurel - Hattiesburg	47,842	164
Panama City	44,721	165
Clarksburg - Weston	44,255	166
Billings - Hardin	42,152	167
Idaho Falls - Pocatello	41,639	168
Jonesboro	39,951	169
Bowling Green	38,052	170
Parkersburg	37,466	171
Rapid City	36,968	172
San Angelo	36,721	173
Greenwood - Greenville	36,405	174
Lafayette, Ind.	35,247	175
Charlottesville	34,779	176
Cheyenne - Scottsbluff - Sterling	34,313	177
Tuscaloosa	34,086	178
Ardmore - Ada	33,174	179
Lake Charles	32,504	180
Lima	32,422	181
El Centro - Yuma	32,217	182
Roswell	32,185	183
Alexandria, La.	30,670	184
Meridian	30,252	185
Laredo	30,056	186
Flagstaff	29,592	187
Jackson, Tenn.	29,494	188
Elmira	29,459	189
Watertown - Carthage	29,355	190
Eureka	29,291	191
Casper - Riverton	29,026	192
St. Joseph	28,481	193
Grand Junction	27,341	194
Missoula	26,431	195
Harrisonburg	24,444	196
Great Falls	22,833	197
Butte	19,943	198
Anniston	18,530	199
Zanesville	17,059	200
Victoria	16,723	201
Marquette	16,400	202
Twin Falls	14,931	203
Hagerstown	13,485	204
Ottumwa - Kirksville	13,158	205
Bend	13,081	206
Presque Isle	12,008	207
Mankato	11,463	208
North Platte	11,304	209
Helena	8,843	210
Alpena	3,907	211
Glendive	2,815	212
Total U.S. ADIs	52,833,887	

RESTAURANT SALES BY MARKET, 1987

ADI Name	Sales	Rank
New York	6,152,591	1
Los Angeles	5,018,841	2
Boston	2,811,171	3
San Francisco	2,792,029	4
Chicago	2,581,733	5
Philadelphia	1,951,322	6
Washington, D.C.	1,453,076	7
Detroit	1,381,335	8
Miami	1,312,229	9
Seattle - Tacoma	1,263,176	10
Minneapolis - St. Paul	1,202,067	11
Dallas - Ft. Worth	1,153,940	12
Houston	1,094,643	13
Denver	1,092,833	14
Cleveland	1,083,963	15
Atlanta	949,032	16
San Diego	930,886	17
Hartford - New Haven	902,753	18
Sacramento - Stockton	852,739	19
Tampa - St. Petersburg	808,138	20
Phoenix	731,134	21
Portland, Ore.	708,580	22
Orlando - Daytona Beach - Melbourne	693,511	23
Pittsburgh	677,495	24
St. Louis	674,387	25
Milwaukee	632,603	26
Baltimore	575,271	27
Providence - New Bedford	545,662	28
Cincinnati	539,729	29
Indianapolis	520,411	30
Kansas City	515,297	31
West Palm Beach - Ft. Pierce - Vero Beach	495,135	32
New Orleans	456,501	33
Columbus, Ohio	431,767	34
Grand Rapids - Kalamazoo - Battle Creek	408,532	35
Norfolk - Portsmouth - Newport News - Hampton	407,524	36
Buffalo	384,404	37
Oklahoma City	383,899	38
Portland - Poland Spring	381,794	39
Harrisburg - York - Lancaster - Lebanon	365,831	40
Nashville	360,252	41
Salt Lake City	349,883	42
Albany - Schenectady - Troy	346,042	43
Charlotte	344,204	44
Raleigh - Durham	335,786	45
Toledo	318,023	46
San Antonio	317,376	47
Albuquerque	309,414	48
Flint - Saginaw - Bay City	299,614	49
Palm Springs	295,504	50
Santa Barbara - Santa Maria - San Luis Obispo	294,703	51
Fresno - Visalia	287,825	52
Rochester, N.Y.	285,619	53
Greensboro - Winston-Salem - High Point	280,972	54
Louisville	276,441	55
Dayton	276,399	56
Greenville - Spartanburg - Asheville	274,724	57
Green Bay	266,658	58
Madison	265,980	59
Jacksonville	262,008	60
Springfield, Mass.	257,038	61
Knoxville	255,383	62
Austin, Tex.	254,751	63
Omaha	254,735	64
Burlington - Plattsburgh	251,847	65
Richmond	239,271	66
Syracuse	238,904	67
Salinas - Monterey	233,493	68
Memphis	231,906	69
Des Moines	229,018	70
Wichita - Hutchinson	228,853	71
Wilkes-Barre - Scranton	228,163	72
Spokane	212,160	73
Las Vegas	208,200	74
Springfield - Decatur - Champaign	205,712	75
Tulsa	203,898	76
Mobile - Pensacola	201,898	77
Tucson	196,917	78
Ft. Myers - Naples	192,996	79
South Bend - Elkhart	186,677	80
Cedar Rapids - Waterloo - Dubuque	180,963	81
Roanoke - Lynchburg	178,484	82
Lincoln - Hastings - Kearney	170,443	83
Davenport - Rock Island - Moline	168,285	84
Ft. Wayne	163,786	85
Lexington	162,139	86
Little Rock	161,902	87
Birmingham	161,160	88
Charleston - Huntington	155,155	89
Sioux Falls - Mitchell	155,058	90
Bakersfield	151,711	91
Lansing	150,781	92
Colorado Springs - Pueblo	145,504	93
Reno	142,044	94
Youngstown	141,057	95
Sarasota	140,020	96
Shreveport - Texarkana	138,368	97
Chattanooga	137,421	98
Fargo	135,004	99
Peoria	134,084	100
Columbia, S.C.	132,070	101
Waco - Temple	131,821	102
Duluth - Superior	129,301	103
Evansville	127,203	104
Eugene	126,589	105
Yakima	126,168	106
Savannah	124,674	107
La Crosse - Eau Claire	124,598	108
Paducah - Cape Girardeau - Harrisburg - Marion	123,656	109
Charleston, S.C.	122,051	110
El Paso	121,738	111
Florence, S.C.	121,414	112
Springfield, Mo.	119,173	113
Wausau - Rhinelander	116,003	114
Chico - Redding	115,599	115
Traverse City - Cadillac	115,383	116
Salisbury	114,943	117
Johnstown - Altoona	114,126	118
Corpus Christi	113,483	119
Boise	112,937	120
Odessa - Midland	107,418	121
Tallahassee - Thomasville	106,519	122
Amarillo	105,492	123
Baton Rouge	99,354	124
Huntsville - Decatur - Florence	98,733	125
McAllen - Brownsville	97,714	126
Rochester - Mason City - Austin	95,963	127
Greenville - New Bern - Washington	93,016	128
Rockford	92,461	129
Jackson, Miss.	90,934	130
Bangor	89,441	131
Medford	88,862	132
Minot - Bismarck - Dickinson	88,841	133
Tyler - Longview	88,490	134
Topeka	87,422	135
Erie	86,496	136
Binghamton	86,474	137
Sioux City	85,369	138
Wichita Falls - Lawton	83,992	139
Beaumont - Port Arthur	80,971	140
Utica	77,882	141
Bristol - Kingsport - Johnson City	77,666	142
Lafayette, La.	75,888	143
Macon	72,267	144
Terre Haute	70,709	145
Gainesville	69,260	146
Billings - Hardin	68,172	147
Joplin - Pittsburg	67,453	148
Columbia - Jefferson City	67,299	149
Lubbock	65,858	150
Augusta	65,746	151
Columbus, Ga.	64,957	152
Wilmington	63,630	153
Panama City	63,442	154
Montgomery - Selma	63,131	155
Rapid City	62,829	156
Wheeling - Steubenville	61,440	157
Grand Junction	61,123	158
Biloxi - Gulfport - Pascagoula	60,351	159
Abilene - Sweetwater	59,886	160
Idaho Falls - Pocatello	58,102	161
Ft. Smith	54,699	162
Albany, Ga.	53,414	163
Quincy - Hannibal	49,642	164
El Centro - Yuma	49,551	165
Eureka	48,086	166
Cheyenne - Scottsbluff - Sterling	47,569	167
Elmira	47,500	168
Missoula	45,792	169
Flagstaff	43,250	170
Monroe - El Dorado	42,476	171
Watertown - Carthage	41,990	172
Bluefield - Beckley - Oak Hill	40,783	173
Casper - Riverton	38,308	174
Great Falls	37,783	175
Butte	34,548	176
Roswell	33,909	177
Lima	33,667	178
San Angelo	33,322	179
Charlottesville	32,964	180
Lafayette, Ind.	31,544	181
Columbus - Tupelo	31,151	182
Dothan	30,809	183
Parkersburg	29,552	184
Clarksburg - Weston	28,176	185
Laurel - Hattiesburg	28,142	186
Laredo	27,993	187
St. Joseph	27,507	188
Lake Charles	27,262	189
Jackson, Tenn.	25,099	190
Alexandria, La.	24,331	191
Ardmore - Ada	24,115	192
Marquette	24,012	193
Greenwood - Greenville	21,403	194
Twin Falls	20,935	195
Jonesboro	20,791	196
Mankato	19,710	197
Bowling Green	19,282	198
Bend	18,867	199
Tuscaloosa	18,624	200
Harrisonburg	17,176	201
Presque Isle	17,057	202
Meridian	17,055	203
Victoria	15,705	204
Helena	15,323	205
Zanesville	14,943	206
North Platte	14,377	207
Hagerstown	14,264	208
Ottumwa - Kirksville	13,555	209
Anniston	10,125	210
Alpena	5,627	211
Glendive	4,873	212
Total U.S. ADIs	68,101,201	

RAI BY MARKET, 1987

ADI Name	RAI	Rank
Flagstaff	148	1
Lafayette, Ind.	147	2
Salisbury	147	2
San Francisco	139	4
Boston	137	5
San Diego	132	6
Los Angeles	128	7
Miami	128	7
Panama City	126	9
Salinas - Monterey	126	9
Santa Barbara - Santa Maria - San Luis Obispo	126	9
Lima	122	12
Portland, Ore.	121	13
Chicago	120	14
Atlanta	119	15
Madison	119	15
Sarasota	116	17
Washington, D.C.	116	17
Seattle - Tacoma	114	19
Columbus, Ohio	113	20
Denver	113	20
North Platte	113	20
Indianapolis	112	23
Norfolk - Portsmouth - Newport News - Hampton	112	23
Biloxi - Gulfport - Pascagoula	111	25
Detroit	111	25
Grand Rapids - Kalamazoo - Battle Creek	111	25
Kansas City	111	25
Minneapolis - St. Paul	111	25
Cheyenne - Scottsbluff - Sterling	110	30
Orlando - Daytona Beach - Melbourne	110	30
Lexington	109	32
Hartford - New Haven	108	33
Flint - Saginaw - Bay City	107	34
Jacksonville	107	34
Lincoln - Hastings - Kearney	107	34
Austin, Tex.	106	37
Florence, S.C.	105	38
Toledo	105	38
Cincinnati	104	40
Lansing	104	40
Louisville	104	40
Omaha	104	40
Milwaukee	103	44
Oklahoma City	103	44
St. Louis	103	44
Baltimore	102	47
Bowling Green	102	47
Cleveland	102	47
Ft. Wayne	102	47
Green Bay	102	47
Greensboro - Winston-Salem - High Point	102	47
Sacramento - Stockton	102	47
El Paso	101	54
South Bend - Elkhart	101	54
Dallas - Ft. Worth	100	56
Dayton	100	56
West Palm Beach - Ft. Pierce - Vero Beach	100	56
Springfield, Mass.	99	59
Knoxville	98	60
Portland - Poland Spring	98	60
Tucson	98	60
Bakersfield	97	63
Charleston, S.C.	97	63
Colorado Springs - Pueblo	97	63
Columbia, S.C.	97	63
Springfield - Decatur - Champaign	97	63
Eugene	96	68
La Crosse - Eau Claire	96	68
Las Vegas	96	68
New York	96	68
Parkersburg	96	68
Rapid City	96	68
Topeka	96	68
Zanesville	96	68
Mobile - Pensacola	95	76
Peoria	95	76
Rockford	95	76
Davenport - Rock Island - Moline	94	79
Gainesville	94	79
Raleigh - Durham	94	79
Albuquerque	93	82
Bend	93	82
Fargo	93	82
Houston	93	82
Savannah	93	82
Tampa - St. Petersburg	93	82
Cedar Rapids - Waterloo - Dubuque	92	88
Huntsville - Decatur - Florence	92	88
Nashville	92	88
New Orleans	92	88
Palm Springs	92	88
Providence - New Bedford	92	88
Tulsa	92	88
Wichita - Hutchinson	90	95
Casper - Riverton	89	96
Charlottesville	89	96
Columbia - Jefferson City	89	96
Ft. Myers - Naples	89	96
Phoenix	89	96
Wichita Falls - Lawton	89	96
Youngstown	89	96
Boise	88	103
Erie	88	103
Mankato	88	103
Philadelphia	88	103
Sioux Falls - Mitchell	88	103
Traverse City - Cadillac	88	103
Columbus, Ga.	86	109
Duluth - Superior	86	109
Fresno - Visalia	86	109
Harrisonburg	86	109
Memphis	86	109
Montgomery - Selma	86	109
Tallahassee - Thomasville	86	109
Waco - Temple	86	109
Glendive	85	117
Wausau - Rhinelander	85	117
Butte	84	119
Greenville - New Bern - Washington	84	119
Helena	84	119
Jackson, Tenn.	84	119
Medford	84	119
Wilmington	84	119
Des Moines	83	125
Evansville	83	125
Ft. Smith	83	125
Birmingham	82	128
Great Falls	82	128
Reno	82	128
Rochester, N.Y.	82	128
San Angelo	82	128
Burlington - Plattsburgh	81	133
Richmond	81	133
Roanoke - Lynchburg	81	133
Rochester - Mason City - Austin	81	133
Charlotte	80	137
Grand Junction	80	137
Yakima	80	137
Billings - Hardin	79	140
Ottumwa - Kirksville	79	140
Pittsburgh	79	140
St. Joseph	79	140
Sioux City	79	140
Amarillo	78	145
Anniston	78	145
Bangor	78	145
Greenville - Spartanburg - Asheville	78	145
Jonesboro	78	145
San Antonio	78	145
Spokane	78	145
Terre Haute	78	145
Minot - Bismarck - Dickinson	77	153
Odessa - Midland	77	153
Springfield, Mo.	77	153
Twin Falls	77	153
Chico - Redding	76	157
Corpus Christi	76	157
Harrisburg - York - Lancaster - Lebanon	76	157
Macon	76	157
Roswell	76	157
Tuscaloosa	76	157
Albany, Ga.	75	163
Ardmore - Ada	75	163
Dothan	75	163
Elmira	75	163
Eureka	75	163
Lubbock	75	163
Paducah - Cape Girardeau - Harrisburg - Marion	74	169
Syracuse	74	169
Chattanooga	73	171
Jackson, Miss.	73	171
Joplin - Pittsburg	73	171
Lafayette, La.	73	171
Little Rock	73	171
Missoula	73	171
Salt Lake City	73	171
Buffalo	72	178
El Centro - Yuma	72	178
Quincy - Hannibal	72	178
Tyler - Longview	72	178
Wheeling - Steubenville	72	178
Abilene - Sweetwater	71	183
Charleston - Huntington	71	183
Laurel - Hattiesburg	71	183
Bristol - Kingsport - Johnson City	69	186
McAllen - Brownsville	68	187
Watertown - Carthage	68	187
Wilkes-Barre - Scranton	68	187
Augusta	67	190
Baton Rouge	67	190
Utica	67	190
Idaho Falls - Pocatello	66	193
Victoria	66	193
Albany - Schenectady - Troy	65	195
Beaumont - Port Arthur	65	195
Alexandria, La.	64	197
Greenwood - Greenville	63	198
Johnstown - Altoona	62	199
Meridian	62	199
Shreveport - Texarkana	62	199
Clarksburg - Weston	61	202
Presque Isle	61	202
Binghamton	60	204
Hagerstown	60	204
Laredo	59	206
Marquette	57	207
Alpena	56	208
Monroe - El Dorado	53	209
Lake Charles	51	210
Bluefield - Beckley - Oak Hill	50	211
Columbus - Tupelo	45	212
Total U.S. ADIs	99	

RGI BY MARKET, 1987

ADI Name	RGI	Rank
Las Vegas	562	1
Reno	363	2
Philadelphia	137	3
Flagstaff	134	4
Orlando - Daytona Beach - Melbourne	127	5
Washington, D.C.	126	6
Charleston, S.C.	122	7
Jacksonville	117	8
Baton Rouge	115	9
Augusta	114	10
Jackson, Miss.	114	10
Louisville	114	10
Houston	112	13
Tallahassee - Thomasville	112	13
Hagerstown	110	15
Harrisburg - York - Lancaster - Lebanon	110	15
Lexington	110	15
Memphis	110	15
Savannah	110	15
Baltimore	109	20
Dallas - Ft. Worth	109	20
Miami	109	20
Montgomery - Selma	109	20
Atlanta	108	24
Bluefield - Beckley - Oak Hill	108	24
Bowling Green	108	24
Chicago	108	24
Glendive	108	24
Grand Junction	108	24
Phoenix	108	24
West Palm Beach - Ft. Pierce - Vero Beach	108	24
Bristol - Kingsport - Johnson City	107	32
Columbia, S.C.	107	32
Los Angeles	107	32
Roanoke - Lynchburg	107	32
San Diego	107	32
Kansas City	106	37
Minneapolis - St. Paul	106	37
New Orleans	106	37
Richmond	106	37
Boston	105	41
Knoxville	105	41
Laredo	105	41
St. Louis	105	41
Alexandria, La.	104	45
Nashville	104	45
Charlotte	103	47
Huntsville - Decatur - Florence	103	47
Lake Charles	103	47
New York	103	47
Norfolk - Portsmouth - Newport News - Hampton	103	47
Salt Lake City	103	47
Biloxi - Gulfport - Pascagoula	102	53
Lansing	102	53
Detroit	101	55
Florence, S.C.	101	55
Harrisonburg	101	55
Lafayette, Ind.	101	55
Macon	101	55
San Francisco	101	55
Birmingham	100	61
Charlottesville	100	61
Greensboro - Winston-Salem - High Point	100	61
Mobile - Pensacola	100	61
Raleigh - Durham	100	61
Beaumont - Port Arthur	99	66
Cincinnati	99	66
Tampa - St. Petersburg	99	66
Albany, Ga.	98	69
Denver	98	69

ADI Name	RGI	Rank
Grand Rapids - Kalamazoo - Battle Creek	98	69
Milwaukee	98	69
Omaha	98	69
Binghamton	97	74
Columbus, Ohio	97	74
Evansville	97	74
Hartford - New Haven	97	74
Rochester, N.Y.	97	74
Springfield - Decatur - Champaign	97	74
Twin Falls	97	74
Boise	96	81
Gainesville	96	81
Palm Springs	96	81
Chattanooga	95	84
Cleveland	95	84
Columbus, Ga.	95	84
Dothan	95	84
El Paso	95	84
Meridian	95	84
North Platte	95	84
Casper - Riverton	94	91
Flint - Saginaw - Bay City	94	91
Peoria	94	91
Columbus - Tupelo	93	94
Greenville - Spartanburg - Asheville	93	94
Anniston	91	96
Indianapolis	91	96
Lafayette, La.	91	96
Pittsburgh	91	96
Presque Isle	91	96
Seattle - Tacoma	91	96
Charleston - Huntington	90	102
Parkersburg	90	102
Tucson	90	102
Tuscaloosa	90	102
Albuquerque	89	106
Bakersfield	89	106
Panama City	89	106
Rockford	89	106
Syracuse	89	106
Dayton	88	111
Idaho Falls - Pocatello	88	111
Madison	88	111
Salinas - Monterey	88	111
Springfield, Mass.	88	111
Ft. Wayne	87	116
Jackson, Tenn.	87	116
Little Rock	87	116
Monroe - El Dorado	87	116
Austin, Tex.	86	120
Burlington - Plattsburgh	86	120
Greenville - New Bern - Washington	86	120
Minot - Bismarck - Dickinson	86	120
Portland, Ore.	86	120
Shreveport - Texarkana	86	120
Elmira	85	126
Ft. Myers - Naples	85	126
Green Bay	85	126
Lincoln - Hastings - Kearney	85	126
San Antonio	85	126
Santa Barbara - Santa Maria - San Luis Obispo	85	126
Providence - New Bedford	84	132
Wilmington	84	132
Colorado Springs - Pueblo	83	134
Lima	83	134
McAllen - Brownsville	83	134
Portland - Poland Spring	83	134
Rochester - Mason City - Austin	83	134
Toledo	83	134
Cheyenne - Scottsbluff - Sterling	82	140
Columbia - Jefferson City	82	140

ADI Name	RGI	Rank
Des Moines	82	140
Erie	82	140
Fresno - Visalia	82	140
Davenport - Rock Island - Moline	81	145
Sacramento - Stockton	81	145
St. Joseph	81	145
Yakima	81	145
Cedar Rapids - Waterloo - Dubuque	80	149
Corpus Christi	80	149
Sarasota	80	149
Albany - Schenectady - Troy	79	152
Greenwood - Greenville	79	152
Roswell	79	152
Salisbury	79	152
Topeka	79	152
Youngstown	78	157
Billings - Hardin	77	158
Clarksburg - Weston	77	158
Johnstown - Altoona	77	158
La Crosse - Eau Claire	77	158
Wilkes-Barre - Scranton	77	158
Buffalo	76	163
Rapid City	76	163
South Bend - Elkhart	76	163
Terre Haute	76	163
Tulsa	76	163
Wheeling - Steubenville	76	163
El Centro - Yuma	75	169
Laurel - Hattiesburg	75	169
Odessa - Midland	75	169
Spokane	75	169
Waco - Temple	75	169
Helena	74	174
Bangor	73	175
Fargo	72	176
Paducah - Cape Girardeau - Harrisburg - Marion	72	176
Wausau - Rhinelander	72	176
Butte	71	179
Ft. Smith	71	179
Great Falls	71	179
Quincy - Hannibal	71	179
Sioux Falls - Mitchell	71	179
Springfield, Mo.	71	179
Wichita - Hutchinson	71	179
Chico - Redding	70	186
Jonesboro	70	186
Lubbock	70	186
Oklahoma City	70	186
Utica	70	186
Wichita Falls - Lawton	69	191
Duluth - Superior	68	192
Tyler - Longview	68	192
Zanesville	67	194
Alpena	66	195
Eureka	66	195
Victoria	65	197
Watertown - Carthage	65	197
Sioux City	64	199
Amarillo	63	200
Eugene	63	200
Marquette	63	200
Missoula	63	200
Traverse City - Cadillac	63	200
Ardmore - Ada	62	205
Bend	62	205
Mankato	62	205
Ottumwa - Kirksville	62	205
San Angelo	62	205
Abilene - Sweetwater	59	210
Joplin - Pittsburg	58	211
Medford	57	212
Total U.S. ADIs	100	

For more information on Castle Pride (sectional) circle number 157 →

POPULATION PER UNIT BY MARKET, 1987

ADI Name	Pop. per Unit	Rank
Alexandria, La.	1,444	1
Bluefield - Beckley - Oak Hill	1,381	2
Augusta	1,293	3
Bristol - Kingsport - Johnson City	1,290	4
Montgomery - Selma	1,287	5
Columbus - Tupelo	1,284	6
Monroe - El Dorado	1,275	7
Jackson, Miss.	1,267	8
Laredo	1,267	8
Meridian	1,240	10
McAllen - Brownsville	1,223	11
Dothan	1,217	12
Baton Rouge	1,202	13
Bowling Green	1,191	14
Lake Charles	1,184	15
Greenwood - Greenville	1,178	16
Charleston - Huntington	1,177	17
Birmingham	1,167	18
Columbus, Ga.	1,150	19
Huntsville - Decatur - Florence	1,140	20
Lexington	1,139	21
Twin Falls	1,126	22
Shreveport - Texarkana	1,120	23
Charleston, S.C.	1,117	24
Anniston	1,115	25
Memphis	1,114	26
Louisville	1,113	27
El Paso	1,100	28
Albany, Ga.	1,089	29
Beaumont - Port Arthur	1,082	30
Lafayette, La.	1,082	30
Tallahassee - Thomasville	1,066	32
Columbia, S.C.	1,056	33
Presque Isle	1,047	34
Clarksburg - Weston	1,041	35
Greenville - New Bern - Washington	1,039	36
Macon	1,036	37
Hagerstown	1,034	38
Flint - Saginaw - Bay City	1,019	39
Johnstown - Altoona	1,019	39
Jackson, Tenn.	1,009	41
Palm Springs	1,006	42
Tuscaloosa	1,006	42
Nashville	1,004	44
Idaho Falls - Pocatello	1,001	45
Mobile - Pensacola	999	46
Evansville	995	47
Binghamton	990	48
Knoxville	985	49
Lansing	983	50
Pittsburgh	977	51
Roanoke - Lynchburg	976	52
Salt Lake City	976	52
Chattanooga	975	54
Baltimore	971	55
St. Louis	968	56
Grand Rapids - Kalamazoo - Battle Creek	967	57
Savannah	958	58
Springfield - Decatur - Champaign	956	59
Laurel - Hattiesburg	955	60
Terre Haute	953	61
Waco - Temple	952	62
Parkersburg	950	63
Biloxi - Gulfport - Pascagoula	949	64
Paducah - Cape Girardeau - Harrisburg - Marion	947	65
New Orleans	944	66
Wilmington	942	67
Little Rock	941	68
Detroit	940	69
Omaha	940	69
Quincy - Hannibal	937	71
Jonesboro	934	72
Philadelphia	934	72
Elmira	932	74
Jacksonville	930	75
Greenville - Spartanburg - Asheville	929	76
Harrisburg - York - Lancaster - Lebanon	929	76
Raleigh - Durham	928	78
Wheeling - Steubenville	927	79
Fresno - Visalia	924	80
Wilkes-Barre - Scranton	923	81
Chicago	921	82
Richmond	919	83
Charlotte	914	84
Youngstown	913	85
Cleveland	912	86
Greensboro - Winston-Salem - High Point	912	86
Las Vegas	909	88
Bakersfield	908	89
Cincinnati	908	89
Houston	907	91
Kansas City	907	91
Columbia - Jefferson City	906	93
Harrisonburg	904	94
Marquette	904	94
Tampa - St. Petersburg	904	94
Peoria	902	97
Tucson	894	98
Phoenix	893	99
Norfolk - Portsmouth - Newport News - Hampton	891	100
Ardmore - Ada	890	101
Rockford	888	102
Minneapolis - St. Paul	885	103
Washington, D.C.	882	104
Los Angeles	879	105
West Palm Beach - Ft. Pierce - Vero Beach	877	106
Erie	872	107
New York	866	108
Corpus Christi	865	109
Milwaukee	865	109
St. Joseph	864	111
San Antonio	864	111
Davenport - Rock Island - Moline	862	113
Columbus, Ohio	859	114
Dayton	859	114
Lafayette, Ind.	859	114
Boise	858	117
Orlando - Daytona Beach - Melbourne	852	118
Roswell	852	118
Albuquerque	851	120
Green Bay	851	120
Minot - Bismarck - Dickinson	851	120
Rochester, N.Y.	849	123
San Diego	849	123
Ft. Smith	845	125
Dallas - Ft. Worth	842	126
Lincoln - Hastings - Kearney	842	126
Cedar Rapids - Waterloo - Dubuque	841	128
Syracuse	840	129
Alpena	838	130
Ft. Wayne	838	130
Ottumwa - Kirksville	836	132
Tyler - Longview	836	132
El Centro - Yuma	835	134
Yakima	834	135
Springfield, Mass.	831	136
Spokane	827	137
Lubbock	826	138
Indianapolis	825	139
La Crosse - Eau Claire	823	140
Toledo	823	140
Wichita Falls - Lawton	823	140
Panama City	821	143
Atlanta	820	144
Colorado Springs - Pueblo	813	145
Tulsa	813	145
Springfield, Mo.	812	147
Gainesville	811	148
Rochester - Mason City - Austin	804	149
Fargo	801	150
Ft. Myers - Naples	799	151
Abilene - Sweetwater	797	152
Des Moines	797	152
Sacramento - Stockton	797	152
North Platte	795	155
Glendive	794	156
Zanesville	791	157
Hartford - New Haven	789	158
Utica	788	159
Buffalo	787	160
Topeka	786	161
Watertown - Carthage	786	161
Odessa - Midland	785	163
Wausau - Rhinelander	782	164
Providence - New Bedford	779	165
Seattle - Tacoma	779	165
South Bend - Elkhart	776	167
Victoria	771	168
Sioux City	768	169
Chico - Redding	766	170
Miami	735	171
Sioux Falls - Mitchell	763	172
Portland, Ore.	761	173
Joplin - Pittsburg	754	174
Lima	753	175
Rapid City	752	176
Reno	750	177
Madison	745	178
Boston	740	179
Austin, Tex.	739	180
Grand Junction	738	181
Casper - Riverton	732	182
Denver	731	183
Bangor	729	184
Florence, S.C.	724	185
Duluth - Superior	721	186
Sarasota	718	187
San Angelo	716	188
Albany - Schenectady - Troy	710	189
Burlington - Plattsburgh	709	190
Amarillo	705	191
Oklahoma City	699	192
Cheyenne - Scottsbluff - Sterling	696	193
Great Falls	690	194
Salinas - Monterey	686	195
San Francisco	686	195
Wichita - Hutchinson	685	197
Charlottesville	670	198
Medford	664	199
Billings - Hardin	660	200
Mankato	659	201
Eugene	648	202
Portland - Poland Spring	648	202
Traverse City - Cadillac	643	204
Missoula	640	205
Flagstaff	638	206
Helena	632	207
Santa Barbara - Santa Maria - San Luis Obispo	632	207
Butte	617	209
Bend	611	210
Eureka	577	211
Salisbury	564	212
Total U.S. ADIs	874	

PER CAPITA EATING PLACE SALES BY MARKET, 1987

ADI Name	Per Capita Sales	Rank
Salisbury	896	1
Boston	890	2
San Francisco	876	3
Flagstaff	855	4
Santa Barbara - Santa Maria - San Luis Obispo	844	5
Sarasota	825	6
Miami	773	7
Charlottesville	750	8
Portland - Poland Spring	740	9
Denver	736	10
Washington, D.C.	724	11
San Diego	721	12
Los Angeles	716	13
Hartford - New Haven	705	14
Atlanta	702	15
West Palm Beach - Ft. Pierce - Vero Beach	694	16
Seattle - Tacoma	689	17
Las Vegas	668	18
Cheyenne - Scottsbluff - Sterling	662	19
Orlando - Daytona Beach - Melbourne	661	20
Springfield, Mass.	658	21
Providence - New Bedford	657	22
Lima	653	23
Florence, S.C.	645	24
Odessa - Midland	643	25
Austin, Tex.	639	26
Oklahoma City	637	27
Reno	636	28
New Orleans	635	29
Ft. Myers - Naples	629	30
Madison	628	31
Dallas - Ft. Worth	627	32
Salinas - Monterey	627	32
Houston	623	34
San Angelo	615	35
Lafayette, Ind.	612	36
Portland, Ore.	608	37
Glendive	604	38
New York	599	39
Sacramento - Stockton	598	40
Gainesville	596	41
Kansas City	596	41
Minneapolis - St. Paul	593	43
Tampa - St. Petersburg	593	43
Burlington - Plattsburgh	592	45
Chicago	592	45
Roswell	592	45
Eureka	590	48
Detroit	588	49
Panama City	586	50
Toledo	536	50
Indianapolis	585	52
Bakersfield	583	53
Cincinnati	579	54
Columbus, Ohio	579	54
Greensboro - Winston-Salem - High Point	579	54
Casper - Riverton	578	57
Phoenix	570	58
Cleveland	569	59
North Platte	569	59
Charleston, S.C.	568	61
Norfolk - Portsmouth - Newport News - Hampton	568	61
Palm Springs	566	63
Milwaukee	554	64
St. Louis	554	64
Rochester, N.Y.	553	66
Baltimore	552	67
Philadelphia	545	68
Grand Junction	543	69
Omaha	541	70
Biloxi - Gulfport - Pascagoula	539	71
Knoxville	536	72
Helena	534	73
Mankato	532	74
Bangor	530	75
Laredo	529	76
Jacksonville	528	77
Dayton	525	78
Louisville	525	78
Tucson	520	80
Chico - Redding	517	81
Corpus Christi	516	82
Savannah	514	83
Lincoln - Hastings - Kearney	512	84
Topeka	511	85
Lansing	510	86
Bowling Green	508	87
Amarillo	507	88
Eugene	507	88
Flint - Saginaw - Bay City	505	90
Richmond	504	91
Des Moines	503	92
Lexington	503	92
St. Joseph	500	94
Albuquerque	499	95
San Antonio	499	95
Wichita - Hutchinson	499	95
Victoria	498	98
Colorado Springs - Pueblo	497	99
Springfield - Decatur - Champaign	496	100
Boise	495	101
Charlotte	494	102
Ft. Wayne	494	102
Raleigh - Durham	492	104
South Bend - Elkhart	491	105
Billings - Hardin	488	106
Wichita Falls - Lawton	488	106
Bend	487	108
Traverse City - Cadillac	487	108
Harrisburg - York - Lancaster - Lebanon	484	110
Harrisonburg	482	111
Evansville	476	112
Peoria	475	113
Waco - Temple	475	113
Mobile - Pensacola	474	115
Tulsa	474	115
Parkersburg	473	117
Abilene - Sweetwater	470	118
Grand Rapids - Kalamazoo - Battle Creek	470	118
Davenport - Rock Island - Moline	469	120
Yakima	466	121
Albany - Schenectady - Troy	465	122
Rapid City	465	122
Syracuse	464	124
Tyler - Longview	464	124
Duluth - Superior	463	126
Buffalo	462	127
Rochester - Mason City - Austin	460	128
Greenville - Spartanburg - Asheville	457	129
La Crosse - Eau Claire	457	129
Columbia, S.C.	455	131
Medford	453	132
Rockford	453	132
Green Bay	450	134
Tallahassee - Thomasville	450	134
Butte	448	136
Erie	447	137
Roanoke - Lynchburg	447	137
Fresno - Visalia	446	139
Cedar Rapids - Waterloo - Dubuque	439	140
Spokane	439	140
Wilmington	439	140
Twin Falls	437	143
Youngstown	437	143
Zanesville	437	143
Chattanooga	436	146
El Centro - Yuma	435	147
Pittsburgh	435	147
Sioux Falls - Mitchell	435	147
Lubbock	431	150
Macon	431	150
Nashville	426	152
El Paso	420	153
Beaumont - Port Arthur	417	154
Columbia - Jefferson City	417	154
Lafayette, La.	416	156
Baton Rouge	413	157
Tuscaloosa	413	157
Wausau - Rhinelander	411	159
Fargo	407	160
Minot - Bismarck - Dickinson	404	161
Albany, Ga.	403	162
Greenville - New Bern - Washington	401	163
Memphis	398	164
Great Falls	395	165
Utica	395	165
Missoula	393	167
Sioux City	391	168
Wilkes-Barre - Scranton	387	169
Elmira	386	170
Ft. Smith	386	170
Ottumwa - Kirksville	385	172
Little Rock	384	173
Salt Lake City	382	174
Terre Haute	382	174
McAllen - Brownsville	380	176
Springfield, Mo.	376	177
Huntsville - Decatur - Florence	371	178
Wheeling - Steubenville	370	179
Presque Isle	368	180
Birmingham	365	181
Columbus, Ga.	365	181
Binghamton	363	183
Jonesboro	363	183
Paducah - Cape Girardeau - Harrisburg - Marion	361	185
Lake Charles	359	186
Jackson, Tenn.	356	187
Joplin - Pittsburg	356	187
Quincy - Hannibal	350	189
Charleston - Huntington	347	190
Laurel - Hattiesburg	346	191
Watertown - Carthage	345	192
Montgomery - Selma	344	193
Idaho Falls - Pocatello	338	194
Augusta	336	195
Ardmore - Ada	333	196
Bristol - Kingsport - Johnson City	326	197
Shreveport - Texarkana	324	198
Dothan	322	199
Clarksburg - Weston	314	200
Jackson, Miss.	313	201
Johnstown - Altoona	309	202
Alexandria, La.	288	203
Hagerstown	287	204
Meridian	286	205
Bluefield - Beckley - Oak Hill	276	206
Marquette	275	207
Monroe - El Dorado	263	208
Anniston	262	209
Greenwood - Greenville	262	209
Alpena	242	211
Columbus - Tupelo	209	212
Total U.S. ADIs	568	

21ST ANNUAL RGI/ADI RANKING

PER CAPITA FAST FOOD SALES BY MARKET, 1987

ADI Name	Per Capita Sales	Rank
Salisbury	359	1
Atlanta	335	2
Charlottesville	335	2
Flagstaff	320	4
Bowling Green	313	5
Oklahoma City	300	6
Florence, S.C.	299	7
Odessa - Midland	294	8
Biloxi - Gulfport - Pascagoula	287	9
Lafayette, Ind.	287	9
Lima	287	9
Louisville	283	12
Austin, Tex.	282	13
Greensboro - Winston-Salem - High Point	281	14
San Francisco	279	15
Indianapolis	276	16
Lexington	276	16
San Angelo	276	16
Columbus, Ohio	273	19
Kansas City	270	20
Charleston, S.C.	269	21
Dallas - Ft. Worth	267	22
Charlotte	265	23
Roswell	264	24
Santa Barbara - Santa Maria - San Luis Obispo	264	24
Savannah	262	26
Norfolk - Portsmouth - Newport News - Hampton	260	27
Washington, D.C.	260	27
Topeka	257	29
Dayton	256	30
Knoxville	256	30
Jacksonville	255	32
Sacramento - Stockton	255	32
St. Louis	255	32
Raleigh - Durham	254	35
Portland - Poland Spring	253	36
Evansville	252	37
Cheyenne - Scottsbluff - Sterling	250	38
Orlando - Daytona Beach - Melbourne	250	38
San Diego	250	38
Bakersfield	248	41
Corpus Christi	248	41
Houston	248	41
Los Angeles	248	41
Greenville - Spartanburg - Asheville	246	45
Richmond	245	46
Cincinnati	241	47
Wichita - Hutchinson	241	47
Harrisonburg	239	49
Miami	239	49
Parkersburg	238	51
Amarillo	237	52
New Orleans	237	52
Tulsa	234	54
Tuscaloosa	234	54
Wilmington	234	54
Boston	233	57
Laredo	233	57
Macon	231	59
Wichita Falls - Lawton	231	59
Ft. Myers - Naples	230	61
Toledo	230	61
Columbia, S.C.	229	63
Mobile - Pensacola	229	63
North Platte	229	63
Palm Springs	229	63
Casper - Riverton	228	67
Las Vegas	227	68
Tampa - St. Petersburg	227	68
Chattanooga	226	70
Hartford - New Haven	226	70
Omaha	226	70
Albany, Ga.	225	73
Cleveland	225	73
Denver	225	73
St. Joseph	224	76
Abilene - Sweetwater	223	77
Baltimore	222	78
Lansing	222	78
Greenville - New Bern - Washington	220	80
Seattle - Tacoma	220	80
Detroit	219	82
Reno	218	83
Salinas - Monterey	218	83
Ft. Smith	217	85
Gainesville	217	85
Victoria	217	85
Chicago	216	88
Eureka	216	88
Jonesboro	216	88
Panama City	216	88
Davenport - Rock Island - Moline	215	92
Madison	215	92
Portland, Ore.	215	92
Providence - New Bedford	215	92
San Antonio	215	92
Tyler - Longview	215	92
Eugene	214	98
Des Moines	213	99
Little Rock	213	99
Springfield - Decatur - Champaign	213	99
Lincoln - Hastings - Kearney	211	102
Waco - Temple	211	102
Roanoke - Lynchburg	210	104
South Bend - Elkhart	210	104
Baton Rouge	209	106
Glendive	209	106
Huntsville - Decatur - Florence	209	106
Albuquerque	208	109
Flint - Saginaw - Bay City	208	109
Memphis	206	111
Sarasota	206	111
Tucson	205	113
Columbus, Ga.	203	114
Montgomery - Selma	202	115
Zanesville	202	115
Bangor	199	117
Peoria	199	117
Phoenix	199	117
West Palm Beach - Ft. Pierce - Vero Beach	199	117
Youngstown	199	117
Birmingham	198	122
Charleston - Huntington	198	122
Fresno - Visalia	198	122
Lubbock	198	122
Tallahassee - Thomasville	197	126
Colorado Springs - Pueblo	195	127
Minneapolis - St. Paul	193	128
Columbia - Jefferson City	191	129
Dothan	191	129
Rockford	191	129
Boise	190	132
Milwaukee	190	132
Springfield, Mass.	190	132
El Paso	189	135
Ft. Wayne	189	135
Laurel - Hattiesburg	189	135
Paducah - Cape Girardeau - Harrisburg - Marion	189	135
Erie	188	139
Nashville	188	139
Terre Haute	187	141
Bend	186	142
Philadelphia	186	142
Traverse City - Cadillac	186	142
Bristol - Kingsport - Johnson City	185	145
Cedar Rapids - Waterloo - Dubuque	185	145
Beaumont - Port Arthur	184	147
Chico - Redding	184	147
Helena	184	147
Augusta	181	150
Springfield, Mo.	181	150
Wheeling - Steubenville	181	150
Harrisburg - York - Lancaster - Lebanon	179	153
Mankato	179	153
Clarksburg - Weston	176	155
Jackson, Tenn.	176	155
Billings - Hardin	175	157
Grand Rapids - Kalamazoo - Battle Creek	173	158
Ottumwa - Kirksville	173	158
Rochester, N.Y.	173	158
Joplin - Pittsburg	172	161
Twin Falls	170	162
Burlington - Plattsburgh	169	163
Medford	169	163
Ardmore - Ada	168	165
Lafayette, La.	168	165
Quincy - Hannibal	168	165
Spokane	166	168
Rochester - Mason City - Austin	165	169
Salt Lake City	165	169
Jackson, Miss.	163	171
McAllen - Brownsville	162	172
Meridian	162	172
Sioux City	162	172
El Centro - Yuma	161	175
Yakima	161	175
Buffalo	160	177
Rapid City	159	178
Shreveport - Texarkana	158	179
Pittsburgh	156	180
Butte	155	181
Grand Junction	155	181
Syracuse	154	183
Minot - Bismarck - Dickinson	153	184
Green Bay	152	185
New York	152	185
Bluefield - Beckley - Oak Hill	151	187
Fargo	151	187
Duluth - Superior	150	189
La Crosse - Eau Claire	150	189
Lake Charles	150	189
Anniston	148	192
Sioux Falls - Mitchell	147	193
Wilkes-Barre - Scranton	146	194
Albany - Schenectady - Troy	145	195
Greenwood - Greenville	143	196
Great Falls	141	197
Presque Isle	138	198
Missoula	136	199
Idaho Falls - Pocatello	132	200
Utica	130	201
Binghamton	129	202
Elmira	125	203
Watertown - Carthage	125	203
Wausau - Rhinelander	124	205
Johnstown - Altoona	123	206
Alexandria, La.	117	207
Hagerstown	117	207
Columbus - Tupelo	116	209
Monroe - El Dorado	114	210
Marquette	104	211
Alpena	93	212
Total U.S. ADIs	217	

PER CAPITA RESTAURANT SALES BY MARKET, 1987

ADI Name	Per Capita Sales	Rank
Sarasota	548	1
Santa Barbara - Santa Maria - San Luis Obispo	537	2
Boston	512	3
San Francisco	499	4
Salisbury	475	5
Flagstaff	468	6
West Palm Beach - Ft. Pierce - Vero Beach	435	7
Miami	426	8
Portland - Poland Spring	422	9
Denver	417	10
San Diego	402	11
Los Angeles	396	12
Seattle - Tacoma	393	13
Springfield, Mass.	390	14
Salinas - Monterey	382	15
Madison	380	16
Hartford - New Haven	375	17
Providence - New Bedford	365	18
Glendive	361	19
Reno	360	20
Eureka	355	21
Ft. Myers - Naples	355	21
Burlington - Plattsburgh	353	23
Cheyenne - Scottsbluff - Sterling	347	24
Grand Junction	347	24
Minneapolis - St. Paul	341	26
Orlando - Daytona Beach - Melbourne	340	27
Portland, Ore.	339	28
Washington, D.C.	332	29
New York	331	30
Las Vegas	330	31
Helena	319	32
Charlottesville	318	33
Milwaukee	315	34
Palm Springs	315	34
Gainesville	312	36
Mankato	308	37
Panama City	307	38
Sacramento - Stockton	306	39
Chicago	302	40
Casper - Riverton	301	41
Phoenix	301	41
Rochester, N.Y.	299	43
Lima	298	44
Bakersfield	297	45
Detroit	296	46
Tampa - St. Petersburg	294	47
North Platte	292	48
Chico - Redding	291	49
Toledo	288	50
Cleveland	285	51
Duluth - Superior	285	51
Billings - Hardin	284	53
Bangor	283	54
Austin, Tex.	278	55
Roswell	278	55
La Crosse - Eau Claire	275	57
Houston	274	58
Philadelphia	273	59
Omaha	272	60
Atlanta	270	61
Cincinnati	270	61
Rapid City	270	61
Butte	269	64
Traverse City - Cadillac	269	64
Yakima	269	64
Bend	268	67
Florence, S.C.	267	68
Albany - Schenectady - Troy	266	69
Kansas City	265	70
[illegible]	264	71
Wausau - Rhinelander	262	72
Green Bay	261	73
Odessa - Midland	261	73
Ft. Wayne	260	75
Dallas - Ft. Worth	259	76
Lincoln - Hastings - Kearney	259	76
Eugene	258	78
Rochester - Mason City - Austin	258	78
Lafayette, Ind.	257	80
Sioux Falls - Mitchell	257	80
New Orleans	256	82
Tucson	256	82
Harrisburg - York - Lancaster - Lebanon	253	84
Norfolk - Portsmouth - Newport News - Hampton	253	84
Medford	252	86
San Angelo	250	87
Syracuse	250	87
El Centro - Yuma	248	89
Flint - Saginaw - Bay City	245	90
Columbus, Ohio	244	91
Spokane	244	91
Grand Rapids - Kalamazoo - Battle Creek	242	93
Oklahoma City	242	93
Lansing	241	95
Albuquerque	238	96
Colorado Springs - Pueblo	238	96
Twin Falls	238	96
Peoria	237	99
Des Moines	236	100
Missoula	235	101
South Bend - Elkhart	234	102
Great Falls	233	103
Indianapolis	233	103
Springfield - Decatur - Champaign	232	105
Baltimore	230	106
Fargo	229	107
Fresno - Visalia	229	107
Buffalo	228	109
Knoxville	225	110
Minot - Bismarck - Dickinson	225	110
Rockford	222	112
St. Louis	222	112
Jacksonville	220	114
Laredo	217	115
Pittsburgh	217	115
St. Joseph	217	115
Cedar Rapids - Waterloo - Dubuque	214	118
Corpus Christi	212	119
Dayton	211	120
Greensboro - Winston-Salem - High Point	211	120
Amarillo	210	122
Tallahassee - Thomasville	209	123
Davenport - Rock Island - Moline	207	124
Topeka	207	124
Erie	204	126
Utica	204	126
Victoria	204	126
Wichita - Hutchinson	204	126
Elmira	201	130
Binghamton	199	131
Richmond	199	131
Charleston, S.C.	196	133
Presque Isle	196	133
Sioux City	196	133
Savannah	194	136
Waco - Temple	194	136
Nashville	193	138
San Antonio	193	138
Biloxi - Gulfport - Pascagoula	192	140
Abilene - Sweetwater	[illegible]	[illegible]
Wichita Falls - Lawton	190	141
Louisville	188	143
Tyler - Longview	188	143
Youngstown	188	143
Parkersburg	187	146
Raleigh - Durham	186	147
Salt Lake City	185	148
Idaho Falls - Pocatello	184	149
Columbia - Jefferson City	183	150
Charlotte	182	151
Evansville	180	152
Mobile - Pensacola	179	153
Watertown - Carthage	179	153
Lexington	178	155
Ottumwa - Kirksville	178	155
Roanoke - Lynchburg	178	155
Zanesville	177	158
Wilkes-Barre - Scranton	176	159
Beaumont - Port Arthur	174	160
Chattanooga	174	160
Tulsa	169	162
El Paso	168	163
Harrisonburg	168	163
Lubbock	167	165
Columbia, S.C.	166	166
Greenville - Spartanburg - Asheville	164	167
Wilmington	164	167
Bowling Green	159	169
Terre Haute	158	170
Macon	154	171
Quincy - Hannibal	154	171
Marquette	153	173
Springfield, Mo.	151	174
Greenville - New Bern - Washington	150	175
Jackson, Tenn.	150	175
Wheeling - Steubenville	150	175
Johnstown - Altoona	147	178
Joplin - Pittsburg	145	179
McAllen - Brownsville	144	180
Paducah - Cape Girardeau - Harrisburg - Marion	143	181
Albany, Ga.	140	182
Memphis	140	182
Alpena	134	184
Ft. Smith	132	185
Lafayette, La.	131	186
Little Rock	130	187
Baton Rouge	129	188
Tuscaloosa	128	189
Lake Charles	126	190
Columbus, Ga.	124	191
Hagerstown	124	191
Shreveport - Texarkana	124	191
Huntsville - Decatur - Florence	123	194
Ardmore - Ada	122	195
Birmingham	117	196
Charleston - Huntington	115	197
Clarksburg - Weston	112	198
Jonesboro	112	198
Laurel - Hattiesburg	111	200
Jackson, Miss.	109	201
Dothan	105	202
Augusta	104	203
Montgomery - Selma	104	203
Bristol - Kingsport - Johnson City	100	205
Bluefield - Beckley - Oak Hill	97	206
Alexandria, La.	93	207
Meridian	91	208
Greenwood - Greenville	84	209
Monroe - El Dorado	82	210
Anniston	81	211
Columbus - Tupelo	68	212
Total U.S. ADIs	279	